

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

**COSMOPROF
WORLDWIDE BOLOGNA
2026: A GLOBAL BEAUTY
ECOSYSTEM IN
CONTINUOUS
EVOLUTION**

**An international platform
connecting the supply
chain, markets and
visions, with an
increasingly global and
cross-sector community**

COSMOPROF
WORLDWIDE BOLOGNA

Bologna, March 26, 2026 – Founded in Bologna over fifty years ago and now recognized as a global hub for the beauty industry, **Cosmoprof Worldwide Bologna officially opens today its 57th edition**, taking place until March 29, 2026, reaffirming its role as the leading international platform where all stakeholders of the global cosmetics supply chain come together.

*“Today, Cosmoprof is an international ecosystem connecting companies, markets, and innovation across the entire beauty supply chain,” said **Gianpiero Calzolari, President of BolognaFiere**. “Every year Bologna becomes the meeting point for operators from all over the world – a place where the beauty industry comes together to exchange ideas, build new relationships, and shape the future directions of the sector.”*

This positioning is fully reflected in the 2026 edition, characterized by an increasingly broad international participation and a global, cross-sector community of highly qualified professionals.

With **3,104 exhibitors from 68 countries**, representing more than **10,000 brands**, **Cosmoprof Worldwide Bologna 2026** opens with a **fully sold-out exhibition**. Confirming the event’s ability to attract new companies and investments, the share of **new exhibitors accounts for 37% of the total**.

The international profile of participation is also confirmed in the profile of the exhibitors: **80% international and 20% Italian**, highlighting the strong global appeal of the exhibition and Bologna’s role as a meeting point for the worldwide beauty industry.

A total of **33 national pavilions** are present at the exhibition, organized in collaboration with government institutions, chambers of commerce, and international partners. Alongside established presences from major global markets, the 2026 edition welcomes **new national pavilions**, including **Saudi Arabia, Belgium, Portugal, Hungary, and Uzbekistan**, further expanding the geographical and cultural diversity of the event. The event is further strengthened by international partnerships with **M Seventy and Chimar**.

INTERNATIONALIZATION AS A STRATEGIC FOUNDATION

For Cosmoprof, internationalization is the result of a structured and continuous effort built on long-term relationships, market listening, and strategic planning. Thanks to the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ICE – Italian Trade Agency**, the 2026 edition also welcomes highly qualified delegations from around the world.

To support the business activities of Cosmoprof Worldwide Bologna, **Cosmetica Italia – the Italian National Association of Cosmetic Companies** – is also involved.

“Science, creativity, and manufacturing excellence define the identity of the Italian cosmetics industry, which takes center stage at Cosmoprof together with its entire supply chain,”

Press Office
Bolognafiere Cosmoprof
Arianna Rizzi
arianna.rizzi@cosmoprof.it
P +39 02 45 47 08 253
press@cosmoprof.it

www.cosmoprof.com
Organized by
BolognaFiere
Cosmoprof S.p.a.

An event by
 **Bologna Fiere**

In partnership with
 **COSMETICA ITALIA**
the personal care association

With the support of
madeinitaly.gov.it



Ministero degli Affari Esteri
e della Cooperazione Internazionale



BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

commented **Benedetto Lavino, President of Cosmetica Italia**. *“Distinguished by an unparalleled connection to our country’s cultural heritage, Italian beauty continues to grow and confirms a strong international vocation: in 2025, the sector’s total turnover reached €18 billion and exports exceeded €8.6 billion. These figures demonstrate the value of our industry not only for its impact on individuals’ daily lives, but also for its contribution to the entire national economic system.”*

BUSINESS SERVICES AND A VISITOR-CENTRIC EXPERIENCE

The strong exhibition results are also reflected in growing international interest. The Cosmoprof website has recorded an increase in new leads, with significant growth from **North America (+28%), Europe (+11%), the Middle East (+23%), Asia (+53%), and Africa (+12%)**. Online ticket sales, active since November, show a very positive trend, with registered visitors from **over 150 countries**.

The **matchmaking system**, involving buyers from **94 countries**, represents one of the key tools for generating concrete business opportunities. It is supported by advanced digital solutions such as **Cosmoprof My Match**, an exclusive matchmaking platform that allows industry professionals to schedule meetings directly at the exhibition, as well as by a dedicated onsite team.

The **Buyer Lounges**, located in **Halls 14 and 36**, play a strategic role in welcoming international buyers, offering reserved and functional spaces dedicated to premium, prestige, and mass market channels.

The 2026 edition also further strengthens its focus on the visitor experience.

“For Cosmoprof Worldwide Bologna, being truly visitor-centric means starting from the perspective of those arriving in Bologna from all over the world – buyers, retailers, distributors, and professional operators – and ensuring an efficient, intuitive, and high-value visiting experience,” said **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**.

“At the same time, we are expanding the accessibility and cross-sector relevance of educational content, so that the Cosmoprof experience becomes increasingly comprehensive and valuable for all industry channels. Strategic partnerships and dedicated incoming services also support this direction, allowing us to transform high-quality hospitality into concrete networking and business opportunities.”

AN ECOSYSTEM ALIGNED WITH MARKET EVOLUTION

Cosmoprof remains the only event in the world capable of organically representing the entire beauty supply chain, from manufacturing and ingredients to finished products, closely reflecting the real evolution of the market.

Cosmopack, the cornerstone of the international supply chain, hosts **659 companies from 37 countries**. The exhibition includes **Hall 19**, with a strong presence of the machinery sector

Press Office
Bolognafiore Cosmoprof
Arianna Rizzi
arianna.rizzi@cosmoprof.it
P +39 02 45 47 08 253
press@cosmoprof.it

www.cosmoprof.com
Organized by
BolognaFiere
Cosmoprof S.p.a.

An event by
 **Bologna Fiere**

In partnership with
 **COSMETICA ITALIA**
the personal care association

With the support of
madeinitaly.gov.it

 **Ministero degli Affari Esteri
e della Cooperazione Internazionale**

 **ITA**
ITALIAN TRADE AGENCY

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

and new companies active in robotics, digital services, and logistics, as well as supply chain companies from the national pavilions of **South Korea, India, and Poland.**

Hall 20 hosts the **Fragrances & Ingredients Zone**, a strategic hub dedicated to ingredients and fragrances for the cosmetics industry, fostering dialogue between research, formulation experts, contract manufacturers, and brand vision. Cosmopack is also present in **Halls 15, 18, 15A, and 28** with contract manufacturing and private label solutions, primary and secondary packaging, and accessories.

Within the Cosmoprof world, **fragrances** play an increasingly central role in the beauty experience. **Hall 36** continues to serve as a key reference point for cosmetics, personal care, and mass market perfumery, while the presence of **Esxence** in **Hall 14**, enriches the offering with an immersive olfactory journey dedicated to artistic perfumery.

Cosmo Perfumery & Cosmetics hosts **1,366 companies from 56 countries**, while **Cosmo Hair Nail & Beauty Salon** welcomes **1,079 companies from 50 countries**, confirming its role as a global reference event for the professional beauty sector.


With its international community and comprehensive representation of the beauty supply chain, **Cosmoprof Worldwide Bologna** continues to be the place where the global beauty industry meets, exchanges ideas, and shapes new perspectives for the development of the international market.

For more information and to discover the latest news about Cosmoprof Worldwide Bologna 2026, visit www.cosmoprof.com

Press Office
Bolognafiere Cosmoprof
Arianna Rizzi
arianna.rizzi@cosmoprof.it
P +39 02 45 47 08 253
press@cosmoprof.it

www.cosmoprof.com
Organized by
BolognaFiere
Cosmoprof S.p.a.

An event by
 Bologna
Fiere

In partnership with
 COSMETICA ITALIA
the personal care association

With the support of
madeinitaly.gov.it



Ministero degli Affari Esteri
e della Cooperazione Internazionale

 ITA
ITALIAN TRADE AGENCY