

**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: INNOVATION,  
EDUCATION AND  
BUSINESS FOR THE  
ENTIRE GLOBAL BEAUTY  
SUPPLY CHAIN**

**Cosmopack, Cosmo  
Perfumery & Cosmetics  
and Cosmo Hair & Nail &  
Beauty Salon interpret  
market evolution through  
content, experiences and  
solutions for every  
segment of the beauty  
industry**

**COSMOPROF**  
WORLDWIDE BOLOGNA

**Bologna, 26 March 2026** – From 26 to 29 March 2026, **Cosmoprof Worldwide Bologna** returns to BolognaFiere, confirming its role as a leading international platform for the cosmetics industry and a strategic hub for the entire beauty supply chain. With an exhibition offering that integrates supply chain, brands, and professional channels, the event provides an increasingly **visitor-centric experience**, designed to facilitate connections between demand and supply and to interpret the evolution of business models and consumer behavior on a global scale.

The segmentation into three sectors – **Cosmopack, Cosmo Perfumery & Cosmetics, and Cosmo Hair, Nail & Beauty Salon** – allows operators to explore all dimensions of the industry organically, from research and development to distribution and professional services, in a dynamic ecosystem where technological innovation, sustainability, training, and networking help shape the future of the sector.

#### **COSMOPACK: THE STARTING POINT OF COSMETIC INNOVATION**

With **659 companies from 37 countries**, Cosmopack confirms its position as the reference trade show for the international cosmetics supply chain and the setting where solutions that will drive the industry's evolution over the coming years take shape. Technology, sustainability, and performance converge in an offering that spans the entire production process, from raw materials to processing technologies, from packaging to full-service solutions.

*“Cosmopack represents the starting point of innovation for the entire cosmetics industry: it is here that the international supply chain presents materials, technologies, and solutions that anticipate market transformations and help define new production standards,”* says **Antonia Benvegnù, Head of Sales Cosmopack Bologna, Asia and Americas.**

The machinery sector is showcased in **Hall 19**, featuring automation, robotics, and advanced systems for processing, filling, quality control, inspection, and product traceability. The hall also hosts supply chain companies from the national pavilions of **Korea, India, and Poland**. In **Hall 20**, the **Fragrances & Ingredients Zone** brings together suppliers of raw materials and ingredients, perfume houses, fragrance ateliers, and companies specialized in olfactory components and scented beauty products, fostering dialogue between research, formulation, and third-party production.

The offering is completed with primary and secondary packaging solutions, private label, and contract manufacturing distributed across **Halls 15, 15A, 18, and 28**, dedicated to the supply chain.

A reference point for content, the **Cosmopack Stage** hosts training sessions, company presentations, and product launches, serving as a platform for discussion between companies, professionals, and sector experts. The international **CosmoFactory podcast** also returns, featuring interviews with key players in cosmetic innovation recorded during the event.

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

**BOLOGNA, ITALY**  
**FAIR DISTRICT**

**26 - 28 MARCH 2026**

**COSMOPACK**

**COSMO** PERFUMERY &  
COSMETICS

**26 - 29 MARCH 2026**

**COSMO** HAIR & NAIL &  
BEAUTY SALON

**COSMOPROF**  
WORLDWIDE BOLOGNA

### **COSMO PERFUMERY & COSMETICS: THE COMMERCIAL HEART OF THE BEAUTY MARKET**

With **1,366 companies from 59 countries**, Cosmo Perfumery & Cosmetics confirms its role as the commercial heart of Cosmoprof Worldwide Bologna, a privileged meeting point between brands and international distribution, and an observatory on the evolution of go-to-market strategies.

*"Cosmo Perfumery & Cosmetics is where brands and international distribution come together to interpret the transformations of the beauty market, from product innovation to new positioning strategies and a more direct dialogue with consumers,"* says **Samantha Raimondi, Head of Sales Cosmoprof Worldwide Bologna**.

The show reflects the transformations of the global market, where product innovation, positioning, and new competitive dynamics redefine the relationship between companies and consumers. In this scenario, fragrances play an increasingly central role in the beauty experience, with **Hall 36** serving as their main exhibition space. In **Hall 14, Essence** will celebrate 15 editions of the event through an immersive olfactory journey dedicated to artistic perfumery.

The exhibition offering is enhanced by special areas dedicated to innovation and experimentation at Cosmoprime, hall 14. The **Beauty Tech Area**, expanding within Cosmoprime, presents advanced technological solutions redefining the sector's dynamics; the **Extraordinary Gallery** gathers a selection of prestige, luxury, and indie brands from around the world; the **Italian Start-Up area**, created in collaboration with ICE - Agency for the promotion abroad and internationalization of Italian companies, showcases the creative and innovative potential of young Made in Italy companies. Sustainability is also a key theme across the exhibition. The **Green & Organic** segment highlights the growing demand for natural and environmentally conscious beauty solutions, showcasing companies and products aligned with the industry's increasing focus on sustainable development.

Among the new features of the 2026 edition is **The Cosmetics Stage**, a space dedicated to analyzing macro-trends in the beauty industry and retail market dynamics. The program explores the evolution of the international competitive landscape, the impact of artificial intelligence and Gen Z on the consumer journey, omnichannel strategies, and new frontiers in scientific research and advanced formulations.

from companies, associations and leading industry players.

### **COSMO HAIR & NAIL & BEAUTY SALON: SKILLS, SERVICES AND NEW STANDARDS FOR THE PROFESSIONAL CHANNEL**


With **1,079 companies from 51 countries**, Cosmo Hair, Nail & Beauty Salon interprets the evolution of the professional channel through an ecosystem that integrates technical skills, services, creativity, and innovation, helping to redefine beauty experience standards in salons.

In the halls dedicated to aesthetics and wellness, the offering includes products, technologies, and services for sector professionals, while the **Mall Stage** remains the hub for

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



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

training content. The program hosts the **World Massage Meeting**, an international appointment dedicated to massage and manual wellness, promoting dialogue between neuroscience, longevity, and holistic approaches to well-being.

In the afternoon, **Cosmo OnStage** presents innovative treatments, non-invasive technologies, and new professional protocols through workshops, demonstrations, and company presentations. The **Beauty Stars by Cosmoprof** returns, honoring Italian beauticians who stand out for professional excellence, entrepreneurial vision, and social commitment.

In the heart of the Mall, the **Nail & Lashes sector** consolidates its business vocation with the second edition of **Professional Nail Avenue**, a B2B space dedicated to developing commercial relations and strategic partnerships between companies and professional operators.

The nail segment is also strongly represented with **Nailworld**, a dynamic area dedicated to companies specializing in nail products and accessories, located in outdoor spaces of the exhibition grounds.

The **Professional Hair sector** brings together Italian and international brands of haircare and styling products and accessories, including men's grooming, with a program highlighting technique, research, and contemporary vision. On Sunday, 29 March, **On Hair Show** returns, concentrating performances and innovative collections from the main industry players in a single day. The educational appointments of **On Hair Education** will also be featured: a program of Look&Learn sessions dedicated to hair-care professionals, where international hair masters share cutting and coloring techniques as well as the latest trends in the industry.

### **COSMOTALKS 2026: INSIGHTS SHAPING THE FUTURE OF BEAUTY**

**Starting today, 26 March, at Cosmoprof Worldwide Bologna 2026, the CosmoTalks conference program kicks off**, dedicated to analyzing the main drivers shaping the international cosmetics industry. Throughout the event, the Service Centre hosts panels and discussions with market analysts, trend forecasting agencies, global brands, and opinion leaders, offering companies and professionals an in-depth view of the dynamics reshaping the sector.

*"CosmoTalks is where ideas, data, and international visions meet to anticipate the future trajectories of the beauty market. We provide professionals and companies with concrete tools to interpret sector changes and define innovative, sustainable strategies,"* says **Francesca Maturi, Head of Business Development**.

The program covers key topics including the impact of **artificial intelligence across the supply chain**, the growing integration of **beauty, wellness, and longevity**, and the evolution of consumer behavior and brand positioning strategies.

It also focuses on the **most dynamic international markets**, the evolution of retail and omnichannel strategies, and emerging trends highlighted in the **CosmoTrends Report**, produced in collaboration with Beautystreams, identifying the most representative products and innovations presented by exhibitors.

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



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

Attention is also given to **sustainability**, responsible innovation, circular solutions for the supply chain, and growing consumer demand for transparency, ethics, and accountability. Thanks to the contribution of analysts, companies, and international media, **CosmoTalks** remains a key part of the educational program at Cosmoprof Worldwide Bologna, offering a privileged platform to interpret market transformations and anticipate future industry trends. Thanks to the synergy between **exhibition, training, and international networking**, **Cosmoprof Worldwide Bologna 2026** confirms itself as a strategic event for companies, professionals, and beauty stakeholders, providing a complete overview of the dynamics shaping the future of the global cosmetics industry.

For more information, visit [www.cosmoprof.com](http://www.cosmoprof.com)

Press Office  
Bolognafiere Cosmoprof  
Arianna Rizzi  
[arianna.rizzi@cosmoprof.it](mailto:arianna.rizzi@cosmoprof.it)  
P +39 02 45 47 08 253  
[press@cosmoprof.it](mailto:press@cosmoprof.it)

[www.cosmoprof.com](http://www.cosmoprof.com)  
Organized by  
BolognaFiere  
Cosmoprof S.p.a.

An event by



In partnership with



With the support of

[madeinitaly.gov.it](http://madeinitaly.gov.it)



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

