

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

Milan, 18 February 2026 – From March 26 to 29, 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. Thanks to an exhibition offering that integrates supply chain, brands and the professional channel, the event delivers an increasingly visitor-centric experience, designed to facilitate connections between supply and demand and to interpret the evolution of business models and consumer behaviors on a global scale.

The segmentation into **three sectors** – Cosmopack, Cosmo Perfumery & Cosmetics and Cosmo Hair & Nail & Beauty Salon – enables operators to explore all dimensions of the industry in a comprehensive way, from research and development to distribution and professional services, within a dynamic ecosystem where technological innovation, sustainability, education and networking contribute to shaping the future of the industry.

COSMOPACK: THE STARTING POINT OF COSMETIC INNOVATION

With more than 600 companies from 37 countries, **Cosmopack** confirms its position as the leading exhibition for the international cosmetic **supply chain** and the environment where solutions that will drive the industry's evolution in the coming years take shape. Technology, sustainability and performance converge in an offering that covers the entire production process, from raw materials to processing technologies, from packaging to full-service solutions.

With more than 90 companies, the **machinery** segment finds a dedicated space in **Hall 19**, entirely focused on industrial automation, robotics and advanced systems for processing, packaging, quality control, inspection and product traceability. In addition, Hall 19 will also host supply chain companies from the Korea, India and Poland country pavilions. In **Hall 20**, the **Fragrance & Ingredients Zone** brings together ingredient and raw material suppliers, fragrance houses, perfume ateliers and companies specializing in the development of olfactory components and scented beauty products, fostering dialogue between research, formulation and contract manufacturing.

The offering is completed by **primary and secondary packaging solutions, private label and contract manufacturing services** distributed across **Halls 15, 15A, 18, 20 and 28**, dedicated to the supply chain.

A key reference also in terms of content, the **Cosmopack Stage** features educational sessions, corporate presentations and product launches, positioning itself as a privileged space for exchange among companies, professionals and industry experts. The **international podcast CosmoFactory** also returns for its third consecutive year, featuring interviews with key players in cosmetic innovation recorded during the exhibition.

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

With more than 1,300 companies from 56 countries and a growing mass market segment in terms of exhibition space, **Cosmo Perfumery & Cosmetics** confirms its role as the

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commercial core of Cosmoprof Worldwide Bologna, serving as a **key meeting point for brands and international distribution** and an observatory on the evolution of go-to-market strategies.

The exhibition reflects the transformations of the global market, where product innovation, positioning and new competitive dynamics are redefining the relationship between companies and consumers. In this context, **fragrances play an increasingly central role in the beauty experience**, with **Hall 36** serving as their main exhibition space and offering an **immersive olfactory journey** enriched by the presence of **Esxence**, showcasing new creative directions and cross-pollination between art, industry and research.

The exhibition offering is enhanced by **special areas** dedicated to innovation and experimentation. The **Beauty Tech Area**, expanding within Cosmoprime, presents advanced technological solutions redefining industry dynamics; the **Extraordinary Gallery** brings together a selection of prestige, luxury and indie brands from around the world, offering a privileged view of emerging trends; and the **Italian Start-Up** area, developed in collaboration with ITA – Italian Trade Agency, highlights the creative and innovative potential of emerging Made in Italy companies.

Among the main **new features of the 2026 edition** is the debut of the **Cosmetics Stage**, a space dedicated to analyzing the beauty industry's macro-trends and retail market dynamics. The program explores the evolution of the European and 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, with contributions from companies, associations and leading industry players.

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

With more than 1,000 companies from 50 countries, **Cosmo Hair & Nail & Beauty Salon** interprets the **evolution of the professional channel** through an ecosystem that integrates technical expertise, services, creativity and innovation, helping redefine the standards of the in-salon beauty experience.

In the halls dedicated to aesthetics and wellness, the offering includes products, technologies and services for industry professionals, while the **Mall Stage** confirms its role as a hub for educational content. The program hosts the **World Massage Meeting**, an international event dedicated to massage and manual wellness, promoting dialogue between neuroscience, longevity, biohacking and holistic approaches to wellbeing.

In the afternoon, **Cosmo OnStage** showcases innovative treatments, non-invasive technologies and new professional protocols through workshops, demonstrations and corporate presentations. **Beauty Stars by Cosmoprof** also returns, recognizing Italian beauty professionals who stand out for professional excellence, entrepreneurial vision and social commitment.

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At the heart of the Mall, the Nail & Lashes segment strengthens its business focus with the second edition of **Professional Nail Avenue**, a B2B space dedicated to developing commercial relationships and strategic partnerships between companies and professional operators. The **Nailworld** area, on the other hand, hosts brands focused on direct sales and live demonstrations.

The Professional Hair sector brings together Italian and international brands of products and accessories for hair care, hairstyling and men's grooming, with a program that highlights technique, research and contemporary vision. On Sunday, March 29, the **On Hair Show** returns, an event concentrating artistic performances and innovative collections presented by leading industry players in a single day.

Education confirms its strategic role with the second edition of **On Hair Education**, featuring Look&Learn sessions focused on new cutting methodologies, the evolution of color techniques and transformations within the professional market.

Also within the hair segment, the fifth edition of **Hub45**, a barber event organized in collaboration with YouBarber, offers more than 1,000 sqm dedicated to shows, meetings and training for men's grooming, while the area dedicated to professional furnishings and equipment highlights design and functionality for contemporary salons.

COSMOTALKS 2026: INSIGHTS SHAPING THE FUTURE OF BEAUTY

CosmoTalks returns to Cosmoprof Worldwide Bologna 2026 with a program dedicated to the key drivers of development in the international cosmetics industry, bringing together visionary leaders, market experts and industry figures to analyze the trends that will redefine the sector in the coming years.

The agenda addresses the most relevant topics shaping the global market's evolution, from the acceleration of artificial intelligence to the growing integration between beauty, wellness and longevity. Key focuses include the analysis of strategic markets – with insights into U.S. retail, C-Beauty in China and the Middle East – and the exploration of emerging trends through the presentation of the *CosmoTrends Report* and sessions with the Cosmoprof & Cosmopack Awards jury.

Significant attention is also devoted to the sector's sustainable transformation, the growing demand for ethical, vegan and halal cosmetics, and the relationship between digitalization and authenticity, with reflections on the impact of AI-generated models and the concept of Emotional Beauty. The program is completed by "The Industry Masters," a flagship session featuring international icons and influencers committed to driving the industry's digital evolution.

Thanks to the synergy between exhibition, education and international networking, Cosmoprof Worldwide Bologna 2026 confirms its role as a strategic event for companies, professionals and beauty stakeholders, offering a comprehensive overview of the dynamics redefining the future of the global cosmetics industry.

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