

BOLOGNA, ITALY
FAIR DISTRICT

26 – 28 MARCH 2026

COSMOPACK

COSMO PERFUMERY &
COSMETICS

26 – 29 MARCH 2026

COSMO HAIR & NAIL &
BEAUTY SALON

THE GLOBAL BEAUTY AND PERSONAL CARE MARKET IS EXPECTED TO SURPASS \$826 BILLION BY 2029, GROWING AT AROUND 7% ANNUALLY

Demand for advanced skincare, fragrances, and personalized solutions continues to drive innovation across the entire cosmetic supply chain.

COSMOPROF
WORLDWIDE BOLOGNA

Bologna, 26 March 2026 – The global beauty and personal care market continues its expansion and is expected to surpass **\$826 billion by 2029**, according to the latest forecasts by **Euromonitor International**.

The data confirms the resilience and long-term growth potential of the cosmetics industry, which is increasingly positioned among the most innovative global sectors.

A GLOBAL INDUSTRY IN CONSTANT EXPANSION

The retail value of the beauty and personal care market will grow from: \$635.2 billion in 2025 to \$678.3 billion in 2026 reaching \$826.1 billion by 2029.

This represents an average annual growth rate of approximately 7% between 2025 and 2029, driven by rising demand for advanced skincare products, high-performance formulations, and increasingly personalized solutions.

COSMO PERFUMERY & COSMETICS: SKINCARE AND FRAGRANCES DRIVING FINISHED PRODUCTS

The finished products segment continues to show positive performance across all major categories:

- Skin Care, the largest global segment, is expected to exceed \$198 billion by 2028
- Fragrances represent one of the most dynamic categories, with +9.2% growth between 2025 and 2026
- Colour Cosmetics will grow by +6.8% between 2025 and 2026
- Sun Care will record +7.8% growth in the same period

These trends highlight a shift in consumer demand toward increasingly high-performing, multisensory, and wellness-oriented products.

COSMO HAIR, NAIL & BEAUTY SALON: STEADY DEVELOPMENT IN PROFESSIONAL CHANNELS

Segments linked to the professional supply chain are also experiencing stable growth: The global Hair Care market will grow +6.6% between 2025 and 2026, surpassing \$116 billion by 2028

- Men's Grooming will increase by +7.1% between 2025 and 2026
- The Depilatories segment will grow +5.7% in the same period

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the personal care association

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These figures confirm the expansion of professional services and advanced solutions dedicated to hair, nail, and skin care.

COSMOPACK: SUPPLY CHAIN INNOVATION ACROSS FORMULATION, INGREDIENTS, AND PACKAGING

Alongside the growth of finished products, the strategic importance of the supply chain is also increasing, driven by innovation in: biotech ingredients development, microbiome-based skincare, sustainable formulations, eco-designed packaging solutions.

These innovations are reshaping the entire product development cycle, from research to industrialization.

COSMOPROF AS A GLOBAL BUSINESS PLATFORM

In this context, Cosmoprof Worldwide Bologna continues to establish itself as a strategic platform for brands, manufacturers, suppliers, and retailers across the entire cosmetic supply chain. From ingredient research to formulation development, from packaging engineering to finished products, Cosmoprof provides privileged access to the technologies and partnerships shaping the next generation of beauty products.


As the industry approaches the \$1 trillion threshold, the role of integrated platforms where innovation, production, and distribution converge becomes increasingly central.

Cosmoprof is at the heart of this transformation.

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