



beautyistanbul

Ufi  
Approved  
International  
Event

# 2024 POST SHOW REPORT

2-4 OCTOBER 2024

ISTANBUL - TÜRKİYE

**İPEKYOLU**  
INTERNATIONAL EXHIBITIONS LTD.

25  
Years  
Ufi

# BEAUTYISTANBUL LAST EDITION FACTS AND FIGURES

**Edition:** 5th **Date:** 2-4 October 2024

**Venue:** Istanbul Congress Center & Lutfi Kirdar Congress Center & Hilton Istanbul Bosphorus, Istanbul - Türkiye

**Organizer:** Ipekyolu International Exhibitions

**Exhibitors:** 1,162 from 67 countries  
634 International, 528 Local (55% International)  
(37% more Exhibitors vs. 2023 edition)

**Country Pavilions:** Italy, France, Spain, Poland, Brazil, South Africa, Czechia, Ukraine, U.A.E., Indonesia, Palestine, Pakistan, India, Iran, Ghana, Guatemala, Nigeria, Malaysia, S.Korea, China

**Visitors:** 16,633 Unique Visitors from 167 countries  
7,981 International and 8,562 Local Visitors  
(48% International Visitor Ratio)

**Hosted Buyer Program:** 644 Buyers from 125 countries



## BEAUTYISTANBUL IN NUMBERS

EXHIBITORS  
**1,162**

EXHIBITORS FROM  
**67 COUNTRIES**

VISITORS  
**16,633**

INTERNATIONAL VISITORS  
**7,981**

VISITORS FROM  
**167 COUNTRIES**



## EXHIBITOR COMMENTS

### CERIOTTI – ITALY

This is our 5th participation and it has always been an excellent experience. Istanbul, as a melting pot, is now one of the top destinations for meeting buyers because of its prime location connecting Asia and Europe. BEAUTYISTANBUL continues to offer this opportunity by bringing everyone together. The quality and quantity of buyers consistently remain high and every year we meet new valuable prospects. That is why we are confident we will continue to participate in the future.

### ANUBIS COSMETICS GROUP - SPAIN

As first time exhibitors, we were highly impressed with BEAUTYISTANBUL. We had the chance to meet quality visitors from various European countries. We even received visitors from unexpected countries like Mexico, who we usually don't see in this part of the world. This is precisely the portfolio that exporters like us seek and we are planning to participate again next year because we trust in the quality of visitors.

### DABUR - INDIA

We exhibited in the last 2 editions of BEAUTYISTANBUL as this show has been important in helping us grow our business. The beauty of this event is the ability to bring the world together under one roof. We got a lot of customers from Eastern Europe and Central Asia in particular, such as Russia, Azerbaijan and Kazakhstan. BEAUTYISTANBUL is great if you are looking to expand and explore this part of the world, and we believe it to be a great opportunity for both suppliers and buyers.

### ABC INTERNATIONAL – UNITED ARAB EMIRATES

We are pleased to participate in BEAUTYISTANBUL every year. One notable aspect is the marketing efforts, which we greatly appreciate as exhibitors. We consistently meet new faces that we don't encounter at other global shows, which is one of the greatest advantages of this event. We have made valuable contacts and whenever someone asks, we always recommend attending.

### PASTEL - TÜRKİYE

We have been exhibiting since the first year. It's an event that keeps improving and we are very happy. This year, there are more exhibitors and from what we have seen, there is also an increase in the number of visitors. We noticed people coming from different countries, which also makes us happy. We had guests from interesting countries from the Balkans, Gulf countries and especially from Africa, and it was satisfying. We've already applied for TÜYAP next year and hopefully, we'll continue with the same success next year. hopefully, we'll continue with the same success next year.



## EXHIBITOR BREAKDOWN BY COUNTRIES

TÜRKİYE	528	UNITED STATES	9	SINGAPORE	4	BENIN	2	TAIWAN	1
ITALY	144	EGYPT	9	GERMANY	3	ESTONIA	2	NETHERLANDS	1
CHINA	91	GHANA	9	UZBEKISTAN	3	HUNGARY	2	HONG KONG	1
INDIA	42	NIGERIA	9	SAUDI ARABIA	3	AZERBAIJAN	2	CAMEROON	1
SOUTH KOREA	32	UKRAINE	8	ALGERIA	3	JORDAN	2	ROMANIA	1
UAE	23	PALESTINE	8	SENEGAL	3	VIETNAM	2	N. MACEDONIA	1
PAKISTAN	22	GUATEMALA	7	JAPAN	3	DRC	1	AUSTRALIA	1
SOUTH AFRICA	19	INDONESIA	7	THAILAND	2	LIBERIA	1	SWEDEN	1
POLAND	19	UNITED KINGDOM	7	IRAQ	2	SYRIA	1	LEBANON	1
SPAIN	18	MALAYSIA	6	BELGIUM	2	CROATIA	1	LIECHTENSTEIN	1
RUSSIA	16	CZECHIA	6	SERBIA	2	QATAR	1	LITHUANIA	1
IRAN	16	BULGARIA	6	SWITZERLAND	2	NEPAL	1		
FRANCE	15	GREECE	4	MOROCCO	2	MOLDOVA	1		
BRAZIL	11	BELARUS	4	KAZAKHSTAN	2	SLOVENIA	1		

## EXHIBITOR BREAKDOWN BY PRODUCT GROUPS





## VISITOR COMMENTS

### NAHDI MEDICAL COMPANY – SAUDI ARABIA

Thank you for the support provided during the event. I came away with exactly what I needed, plenty of valuable contacts and engaging discussions. Looking forward to your next event.

### TIMITE AND SONS – IVORY COAST

First, I would like to thank the organizers for their great work. This exhibition serves as an essential meeting point for many exhibitors, as we can see. I would like to highlight that the quality of exhibitors is extremely high. This show has been growing rapidly, I have heard about it since the first edition. We have no regrets about visiting it twice, and we will be there again next May.

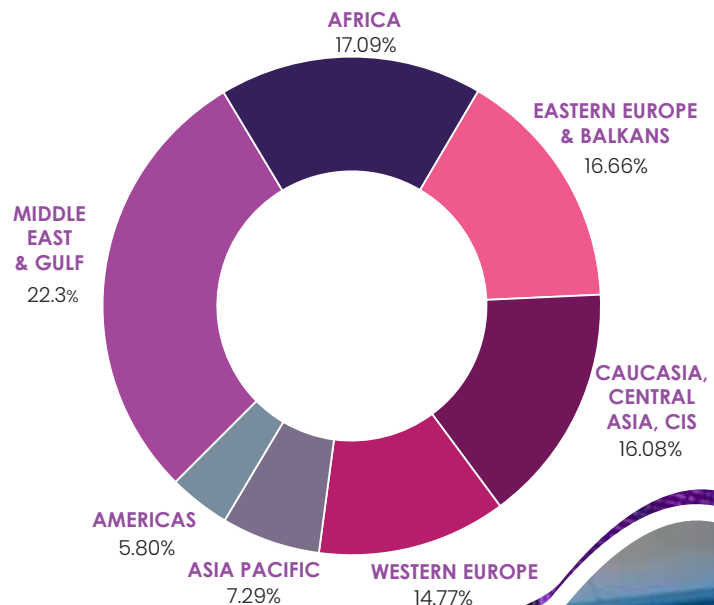
### FUZION ZONA LIBRE S.A. – PANAMA

The exhibition was perfect for my business needs and I would highly recommend it to any buyer looking to expand their operations in the beauty and cosmetics industry. The range of exhibitors and the opportunities available to establish new partnerships were outstanding. During the expo, I successfully initiated several collaborations with both Turkish companies and a variety of international businesses. The connections I made here have already opened new avenues for growth. With such a dynamic platform for networking and product discovery, I have no intention of missing any future editions of BEAUTYISTANBUL.

## TOP INTERNATIONAL VISITING COUNTRIES

	IRAN	5.14%		UNITED KINGDOM	2.21%
	RUSSIA	4.95%		JORDAN	2.18%
	SAUDI ARABIA	3.78%		ITALY	2.14%
	UAE	2.79%		ALBANIA	2.12%
	ALGERIA	2.57%		MOROCCO	1.97%
	ROMANIA	2.57%		UKRAINE	1.88%
	IRAQ	2.46%		EGYPT	1.74%
	GERMANY	2.41%		UZBEKISTAN	1.73%
	TUNISIA	2.39%		AZERBAIJAN	1.67%
	BULGARIA	2.33%		FRANCE	1.67%
	LIBYA	2.21%		PAKISTAN	1.65%

## INTERNATIONAL VISITOR BREAKDOWN BY REGION



## VISITOR BUSINESS TYPES

Distributor	12.30%	Dermatologist / Esthetician	3.33%
Brand	12.03%	Perfumery	3.07%
Manufacturer	11.03%	Hair Salon & Hairdresser	2.25%
Beauty Salon	8.87%	Private Label Buyer	1.98%
Cosmetics Chain Store	8.82%	Pharmacy	1.75%
Importer	8.19%	Spa	1.68%
Agent	7.73%		
Retailer	7.40%		
Wholesaler	5.19%		
Online Store	4.39%		

## VISITOR INTERESTS BY PRODUCT GROUPS

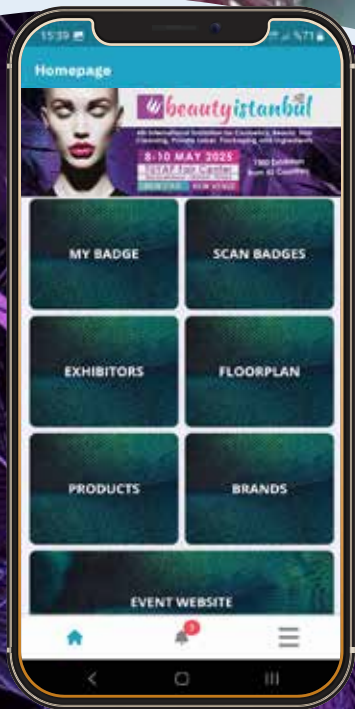
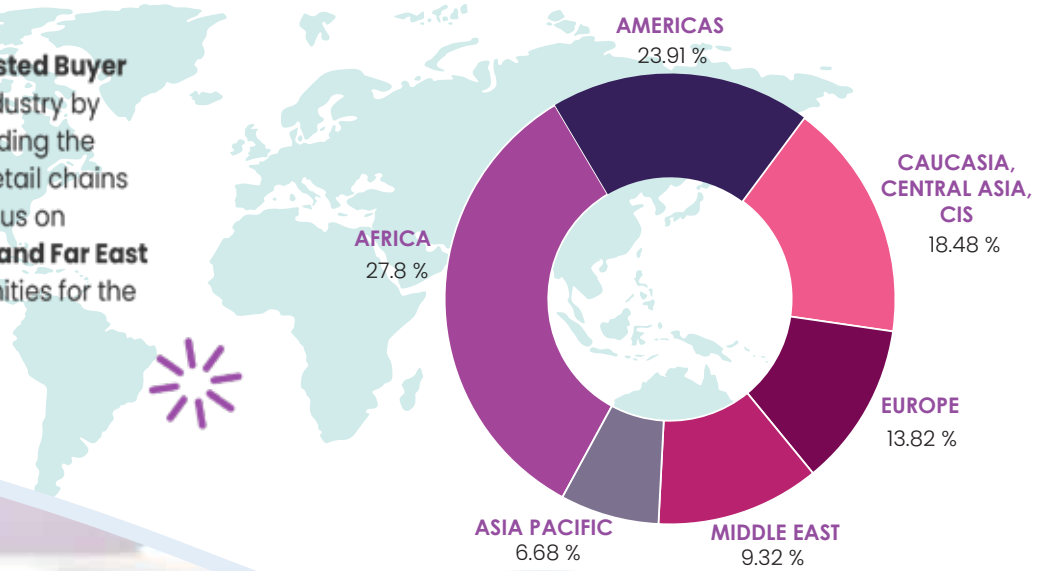
SKIN CARE	8.02%	HOME CARE & CLEANING PRODUCTS	3.92%
BEAUTY ACCESSORIES	7.65%	PROFESSIONAL BEAUTY PRODUCTS	3.41%
BABY CARE	7.63%	PRIVATE LABEL & CONTRACT MANUFACTURING	3.16%
PERSONAL CARE	7.22%	PROFESSIONAL HAIR PRODUCTS	3.14%
HAIR CARE	6.90%	HAIR SALON EQUIPMENTS & FURNITURE	3.08%
DERMOCOSMETICS	5.87%	NAIL CARE	3.06%
MAKE-UP & COLOR COSMETICS	5.61%	INGREDIENTS & RAW MATERIALS	2.82%
PERFUMERY	4.80%	BUSINESS SERVICES	2.61%
BEAUTY SALON EQUIP. & FURNITURE	4.66%	PHARMACEUTICALS & OTC PRODUCTS	2.42%
NATURAL & ORGANIC	4.05%	MACHINERY	1.96%
HALAL COSMETICS	4.05%		
PACKAGING	3.95%		



## HOSTED BUYER PROGRAM

2024 edition featured **the largest Hosted Buyer Program worldwide** in cosmetics industry by sponsoring **644 quality buyers** including the biggest importers, distributors and retail chains from **125 countries** with a special focus on **Sub-Saharan Africa, Latin America and Far East** to provide special business opportunities for the exhibitors.

## HOSTED BUYER BREAKDOWN BY REGION



## BEAUTYISTANBUL ONLINE BUSINESS PLATFORM and MOBILE APP

VISITORS

**51,500**

FROM

**195**  
COUNTRIES

BEAUTYISTANBUL Online Platform is renewed with state-of-the-art software and a Mobile App to present lucrative business opportunities all year long for exhibitors and visitors!

Exhibitors can access 51,500 buyers from 195 countries and **showcase products, access the complete list of buyers and contact visitors directly** with messaging and live video meetings or set up meetings for the exhibition.

Visitors can **browse 1200 exhibitor profiles and check 12,000+ products to contact exhibitors** or set up meetings for the show!

Supported by an **Interactive Floorplan**, visitors can find their way around the venue with the **mobile app navigation** and pre-plan their whole visit just from the app!



Scan QR  
Download App



check it out at [online.beauty-istanbul.com](https://online.beauty-istanbul.com)

## BEAUTYISTANBUL 2024 VISITORS BY COUNTRY

NO	COUNTRY	VISITORS						
1	AFGHANISTAN	28	61	HONG KONG	6	123	REPUBLIC OF THE CONGO	2
2	ALBANIA	169	62	HUNGARY	35	124	REUNION	8
3	ALGERIA	205	63	ICELAND	4	125	ROMANIA	205
4	ANGOLA	10	64	INDIA	121	126	RUSSIA	395
5	ANTIGUA AND BARBUDA	1	65	INDONESIA	19	127	RWANDA	4
6	ARGENTINA	10	66	IRAN	410	128	SAINT LUCIA	5
7	ARMENIA	13	67	IRAQ	196	129	SAINT MARTIN	1
8	AUSTRALIA	28	68	IRELAND	12	130	SAUDI ARABIA	302
9	AUSTRIA	34	69	ISRAEL	4	131	SENEGAL	48
10	AZERBAIJAN	133	70	ITALY	171	132	SERBIA	115
11	BAHAMAS	1	71	IVORY COAST	15	133	SIERRA LEONE	4
12	BAHRAIN	41	72	JAPAN	14	134	SINGAPORE	13
13	BANGLADESH	16	73	JORDAN	174	135	SLOVAKIA	27
14	BELARUS	32	74	KAZAKHSTAN	127	136	SLOVENIA	40
15	BELGIUM	33	75	KENYA	12	137	SOMALIA	11
16	BENIN	10	76	KOSOVO	75	138	SOUTH AFRICA	48
17	BOLIVIA	2	77	KUWAIT	97	139	SOUTH KOREA	35
18	BOSNIA AND HERZEGOVINA	61	78	KYRGYZSTAN	35	140	SOUTHERN CYPRUS	17
19	BOTSWANA	1	79	LATVIA	9	141	SPAIN	68
20	BRAZIL	15	80	LEBANON	43	142	SRI LANKA	6
21	BULGARIA	186	81	LIBERIA	8	143	SUDAN	17
22	BURKINA FASO	8	82	LIBYA	176	144	SURINAME	2
23	BURUNDI	2	83	LIECHTENSTEIN	1	145	SWEDEN	41
24	CAMBODIA	4	84	LITHUANIA	43	146	SWITZERLAND	27
25	CAMEROON	32	85	LUXEMBOURG	4	147	SYRIA	50
26	CANADA	34	86	MACEDONIA	90	148	TAIWAN	4
27	CHAD	2	87	MADAGASCAR	2	149	TAJIKISTAN	14
28	CHILE	21	88	MALAYSIA	28	150	TANZANIA	14
29	CHINA	89	89	MALDIVES	10	151	THAILAND	4
30	COLOMBIA	47	90	MALI	4	152	TOGO	5
31	COMOROS	4	91	MALTA	4	153	TRINIDAD AND TOBAGO	8
32	COSTA RICA	25	92	MARTINIQUE	4	154	TUNISIA	191
33	CROATIA	104	93	MAURITANIA	3	155	TURKMENISTAN	44
34	CUBA	7	94	MAURITIUS	38	156	TÜRKİYE	8,652
35	CURACAO	3	95	MAYOTTE	2	157	UGANDA	23
36	CZECH REPUBLIC	50	96	MEXICO	16	158	UKRAINE	150
37	DRC	6	97	MOLDOVA	108	159	UNITED ARAB EMIRATES	223
38	DENMARK	13	98	MONACO	1	160	UNITED KINGDOM	176
39	DJIBOUTI	7	99	MONGOLIA	16	161	UNITED STATES	123
40	DOMINICAN REPUBLIC	7	100	MONTENEGRO	2	162	URUGUAY	14
41	ECUADOR	15	101	MOROCCO	157	163	UZBEKISTAN	138
42	EGYPT	139	102	MOZAMBIQUE	4	164	VENEZUELA	21
43	EL SALVADOR	5	103	MYANMAR	8	165	VIETNAM	7
44	EQUATORIAL GUINEA	1	104	NAMIBIA	2	166	YEMEN	43
45	ESTONIA	21	105	NEPAL	5	167	ZIMBABWE	16
46	ETHIOPIA	13	106	NETHERLANDS	106	<b>TOTAL UNIQUE VISITORS 16,633</b>		
47	FINLAND	4	107	NICARAGUA	5			
48	FRANCE	133	108	NIGER	1			
49	GABON	6	109	NIGERIA	26			
50	GAMBIA	32	110	NORTHERN CYPRUS	22			
51	GEORGIA	78	111	NORWAY	3			
52	GERMANY	192	112	OMAN	68			
53	GHANA	37	113	PAKISTAN	132			
54	GREECE	99	114	PALESTINE	107			
55	GUADELOUPE	5	115	PANAMA	9			
56	GUATEMALA	6	116	PARAGUAY	6			
57	GUINEA	7	117	PERU	37			
58	GUYANA	1	118	PHILIPPINES	11			
59	HAITI	1	119	POLAND	94			
60	HONDURAS	1	120	PORTUGAL	12			
			121	PUERTO RICO	6			
			122	QATAR	22			





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6<sup>th</sup> International Exhibition for Cosmetics, Beauty, Hair Cleaning, Private Label, Packaging and Ingredients

See You Next Year

NEW DATE

NEW VENUE

8-10 MAY 2025

TUYAP Fair Center  
Buyukcekmece, Istanbul

**İPEKYOLU** <sup>25</sup> years  
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1200 Exhibitors  
from 60 Countries

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Residing between Europe and Asia, Istanbul not only connects continents but intertwines business and culture. Its mesmerizing architecture, modern lifestyle and natural landscape highlighted with the beautiful Bosphorus are unparalleled. Istanbul invites you to explore business opportunities, follow economic developments, witness thousands of years of history while utilizing various facilities for any kind of lifestyle such as restaurants, cafes, luxury hotels and high-end shops.

## Venue: TUYAP Fair Center, Istanbul, Türkiye

TUYAP Fair Center is the meeting point for international trade fairs in Istanbul, the cradle of civilizations offering numerous business opportunities today and also for tomorrow.



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Organizer  
**İPEKYOLU** 25 Years  
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