



beautyistanbul

UFI
Approved
International
Event

2021 POST SHOW REPORT

OCTOBER 13-15, 2021 - ICC, TAKSIM - ISTANBUL

2021 FACTS AND FIGURES

Edition: 2nd **Date:** 13-15 October 2021

Venue: ICC Istanbul Congress Center
Taksim, Istanbul, Turkey

Organizer: Ipekyolu International Exhibitions

Exhibitors: 365 – 243 Local, 122 International
from 43 countries (34% International)
**30% growth in total sqm and 17% more exhibitors
vs. 1st edition**

Country Pavilions: Italy, Moscow Region, Ukraine

Visitors: 9.336 – 4.032 Local, 5.304 International
from 152 countries (57% International)
13% increase in total visitors vs. 1st edition

VIP Hosted Buyers: 515 Buyers from 93 countries



BEAUTYISTANBUL IN NUMBERS

EXHIBITORS
365

EXHIBITORS FROM
43 COUNTRIES

VISITORS
9,336

INTERNATIONAL VISITORS
5,304

VISITORS FROM
152 COUNTRIES



EXHIBITOR COMMENTS:

At BEAUTYISTANBUL we are looking to enlarge our distribution in North Africa, Middle East and some other countries where we are not present. The quantity of professional visitors is crazy, we already finished all our business cards, all our catalogues. We will consider participation in 2022 for sure. Honestly speaking, I have never seen something similar before. You have done a very good job.

GA. MA SRL, ITALY

We came to Beauty Istanbul because we know that a lot of people from the region are attending which is important for us, we are very happy with the quantity and quality of visitors, we met a lot of people from all over the world, especially middle east, Georgia, Russia, Ukraine, we are very happy with the results, we consider to come back for the next edition, keep the good work you are doing.

ECKOZ PROFESSIONAL, USA

We met visitors not only from the neighbour countries, but also from far regions like Middle East, Africa, also many visitors from all Europe and Asia. The location of the fair is very convenient, and we expect from it really good outcomes. The number of visitors is much higher than we even expected, and the selection of buyers for this fair by the organizers was very delicate.

ZELDIS PHARMA / BIOPHARMRUS LLC, RUSSIA

This was the perfect occasion to meet people from countries we never visited before and never worked with. Actually, we are greatly surprised in a good way. Our expectations were met and even went over significantly. We are happy with the clients we acquired here. We will absolutely participate in the next edition of BEAUTYISTANBUL.

EVAN CARE, BRAZIL

There was an unexpected outstanding interest at the exhibition. We had serious meetings with customers from Mozambique and Togo, countries we didn't have any business with previously. We had many interesting buyers from Latin America. The exhibition exceeded our expectations, we will definitely exhibit again next year.

HAYAT KİMYA, TURKEY



INTERNATIONAL EXHIBITOR BREAKDOWN BY COUNTRY

	ITALY	33%		INDONESIA	2%		AZERBAIJAN	1%		MALAYSIA	1%
	RUSSIA	6%		LEBANON	2%		GEORGIA	1%		SOUTH KOREA	1%
	UKRAINE	6%		GERMANY	2%		LATVIA	1%		BRAZIL	1%
	EGYPT	4%		NETHERLANDS	1%		ALBANIA	1%		IRAN	1%
	INDIA	3%		UNITED KINGDOM	1%		CYPRUS	1%		JORDAN	1%
	UNITED STATES	3%		NIGERIA	1%		SERBIA	1%		CANADA	1%
	FRANCE	3%		ALGERIA	1%		SLOVAKIA	1%		BELGIUM	1%
	PAKISTAN	2%		MOROCCO	1%		CHINA	1%		PORTUGAL	1%
	UNITED ARAB EMIRATES	2%		SENEGAL	1%		HONG KONG	1%		SPAIN	1%
	KAZAKHSTAN	2%		TUNISIA	1%		JAPAN	1%		SWEDEN	1%
	CROATIA	2%		TAJIKISTAN	1%						

EXHIBITORS BY PRODUCT CATEGORY

PERSONAL CARE	14,3%
PRIVATE LABEL & CONTRACT MANUFACTURING	12%
SKIN CARE	9%
HAIR CARE	8,5%
HOME CARE & CLEANING PRODUCTS	6,5%
NATURAL & ORGANIC	6,2%
BABY CARE	5,7%
PERFUMERY	5%
PROFESSIONAL HAIR PRODUCTS	4,5%
MAKE-UP & COLOR COSMETICS	3,8%
PHARMACEUTICALS & OTC PRODUCTS	3,1%
INGREDIENTS & RAW MATERIALS	2,5%
DERMOCOSMETICS	2,5%
PACKAGING & MACHINERY	2,5%
BEAUTY & HAIR SALON EQU.& FURNITURE	2,5%
HALAL COSMETICS	2,2%
PROFESSIONAL BEAUTY PRODUCTS	2,2%
BEAUTY ACCESSORIES	2%
ASSOCIATIONS & BUSINESS SERVICES	1,8%
NAIL CARE	1,8%
SPA & WELLNESS	1,4%





TOP 20 COUNTRIES BY INTERNATIONAL VISITORS:

	IRAN	9,9%		EGYPT	2,1%
	IRAQ	5,5%		BOSNIA AND HERZEGOVINA	2%
	RUSSIA	3,5%		SYRIA	1,9%
	TUNISIA	3,5%		UNITED ARAB EMIRATES	1,8%
	LIBYA	3,4%		KOSOVO	1,7%
	PALESTINE	3,2%		PAKISTAN	1,7%
	JORDAN	3%		UZBEKISTAN	1,7%
	MOROCCO	2,9%		BULGARIA	1,6%
	UKRAINE	2,8%		AZERBAIJAN	1,6%
	LEBANON	2,2%		ALGERIA	1,5%

VISITOR COMMENTS

It was an amazing event, well designed, well organised, properly communicated to visitors. I found huge interest of visiting people and also more exhibitors took part this time. I am in communication with some companies and will do business in coming days. **JASEENA TRADING, UAE**

The exhibition was excellent, the reception of the exhibitors was really good, the booths were well arranged and decors were on point compared to the 2019. I met new suppliers and I am already in business with some and production is underway and hoping to get in touch with the rest too.

DEMFA INTERPRISES, UGANDA

BEAUTYISTANBUL is a beautiful fair, its staff was incredible. I like this fair so much, the products, innovations, exhibitors, place, the help to the international visitors. It is a fair with a big future and I'm very interested in it.

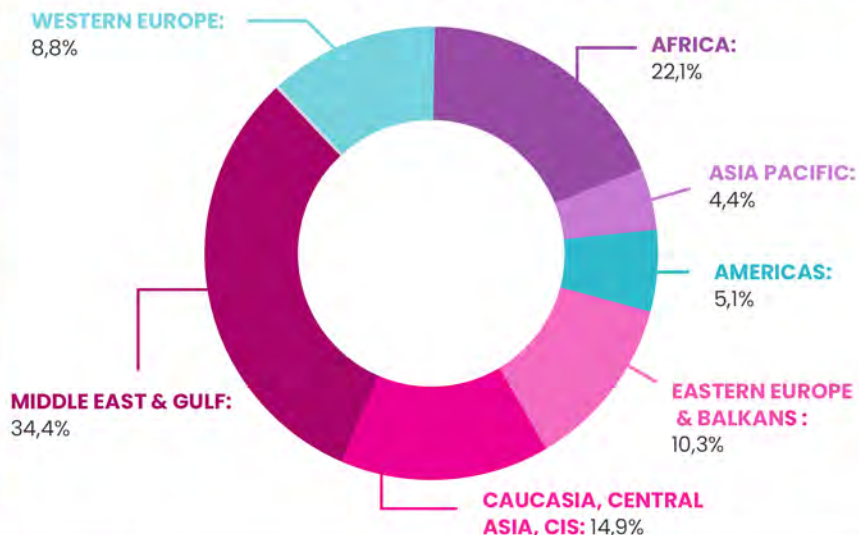
INVERSIONES KAUTIVA, COLOMBIA

We have several chains and shops in Uzbekistan looking for the partners. Actually we are following the exhibition for several years, everytime we are taking notifications from the emails and trying to not miss this opportunity to be here. Very interesting, it is very big and even bigger then last year. Definetly we will visit again. **ASIA BEAUTY BV GROUP, UZBEKISTAN**

VISITOR BUSINESS TYPES:

Importer/Distributor:	27,92%
Wholesaler:	12,82%
Retailer:	8,98%
Online Store:	8,51%
Beauty Professional:	7,98%
Chain store/Supermarket:	7,76%
Pharmacy:	4,28%
Beauty Salon:	4,75%
Manufacturer:	4,37%
Exporter:	3,50%
Aesthetician:	3,47%
Contract Manufacturer:	2,23%
Spa Wellness:	1,18%
Hair Salon/Coiffeur:	1,14%
Service Provider:	1,11%

INTERNATIONAL VISITOR BREAKDOWN BY REGION



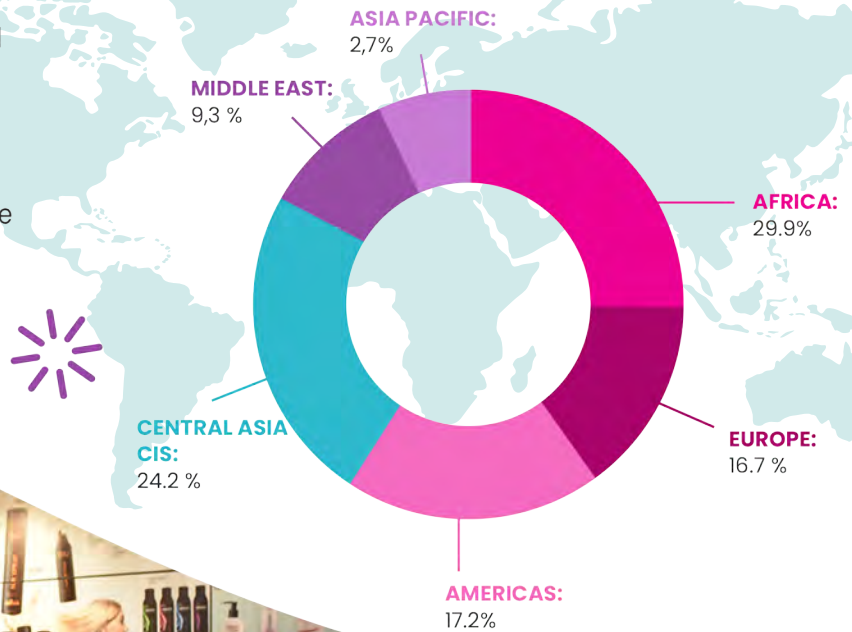
VISITOR INTERESTS BY PRODUCT GROUPS:

Skin Care:	9,25%	Nail Care:	4,18%
Hair Care:	8,91%	Packaging & Machinery:	4,16%
Make-Up & Color Cosmetics:	8,43%	Beauty Accessories:	3,05%
Personal Care:	7,26%	Packaging & Machinery:	2,98%
Hair Salon Products, Equipment & Furniture:	7,25%	Professional Cosmetics:	2,87%
Perfumery:	6,95%	Halal Cosmetics:	2,52%
Beauty Salon Products, Equipment & Furniture:	6,77%	Pharmaceuticals & OTC Products:	1,98%
Baby Care:	6,09%	Ingredients & Raw Materials:	1,55%
Home Care & Cleaning Products:	5,93%	Spa & Wellness:	1,39%
Private Label & Contract Manufacturing:	5,42%	Dermocosmetics:	1,36%
Natural & Organic:	4,57%	Business Services:	1,20%

VIP HOSTED BUYER PROGRAM

BEAUTYISTANBUL has supported the international trade visitor attendance with the infamous biggest Hosted Buyer Program in the world by sponsoring **515** quality buyers including the biggest importers, distributors and retail chains from **93** countries with a special focus on Sub-Saharan Africa and Latin America to provide special business opportunities for the exhibitors.

VIP HOSTED BUYER BREAKDOWN BY REGION:



ONLINE REGIONAL BUYER MEETINGS

During the pandemic, we have organized BEAUTYISTANBUL Online Regional Buyer Meetings where we brought together important buyers from different regions with BEAUTYISTANBUL exhibitors for free. Since September 2020, meetings featured 1,856 buyers from 104 countries in 13 meetings covering Central Asia, East Africa, Central America, The Caribbean, Sub-Saharan Africa, Middle East, North Africa, Eastern Europe and West Africa.

1.856
BUYERS

Leading importers, distributors, retail chains, cosmetics chain stores, drug stores, department stores, online stores, salon supplies stores, perfumeries.

104
COUNTRIES

International buyers presented fruitful business opportunities for **BEAUTYISTANBUL** exhibitors

13
MEETINGS

SEP. 30, 2020	CENTRAL ASIA
NOV. 11, 2020	EAST AFRICA
DEC. 2, 2020	CENTRAL AMERICA
DEC. 3, 2020	CARIBBEAN
FEB. 10-11, 2021	SUB-SAHARAN AFRICA
MAR 31, 2021	MIDDLE EAST
APR. 7, 2021	NORTH AFRICA
MAY 26-27, 2021	EASTERN EUROPE
JULY 8, 2021	WEST AFRICA

9
REGIONS

ALBANIA | ALGERIA | ANGOLA | ANTIGUA & BARBUDA | ARUBA | AZERBAIJAN | BAHAMAS | BAHRAIN | BARBADOS | BELARUS | BELIZE | BENIN | BOSNIA AND HERZEGOVINA | BOTSWANA | BULGARIA | BURKINA FASO | BURUNDI | CAMEROON | CENTRAL AFRICAN REP. | COMOROS | CONGO | COSTA RICA | CUBA | CURACAO | DJIBOUTI | DOMINICA | DOMINICAN REP. | DR CONGO | EGYPT | EL SALVADOR | EQUATORIAL GUINEA | ERITREA | ESWATINI | ETHIOPIA | GABON | GAMBIA | GEORGIA | GHANA | GREECE | GRENADA | GUADELOUPE | GUATEMALA | GUINEA | GUYANA | HAITI | HONDURAS | IRAQ | IVORY COAST | JAMAICA | JORDAN | KAZAKHSTAN | KENYA | KOSOVO | KUWAIT | KYRGYZSTAN | LEBANON | LESOTHO | LIBYA | LIBERIA | MADAGASKAR | MALAWI | MARTINIQUE | MAURITIUS | MALI | MOLDOVA | MONGOLIA | MONTENEGRO | MOROCCO | MOZAMBIQUE | NAMIBIA | NICARAGUA | N. MACEDONIA | OMAN | PALESTINE | PANAMA | PUERTO RICO | QATAR | ROMANIA | RWANDA | SAINT HELENA | SAINT KITT & NEVIS | SAINT VINCENT & GRENADINES | SAO TOME & PRINCIPE | SAUDI ARABIA | SENEGAL | SERBIA | SEYCHELLES | SOMALIA | SOUTH AFRICA | SOUTH SUDAN | ST. LUCIA | SUDAN | SURINAME | TAJIKISTAN | TANZANIA | TRINIDAD & TOBAGO | TUNISIA | TURKMENISTAN | TURKS & CAICOS | UNITED ARAB EMIRATES | UGANDA | UKRAINE | UZBEKISTAN | YEMEN | ZAMBIA | ZIMBABWE



SEE YOU NEXT YEAR
13-14-15 OCTOBER 2022
AT **ICC & ICEC TAKSIM**
ISTANBUL - TURKEY

