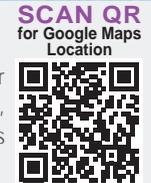




EMBRACE THE HARMONY OF BUSINESS, LEISURE, CULTURE AND HISTORY IN ISTANBUL

TUYAP Fair Center

TUYAP Fair Center is the meeting point for international trade fairs since 30 years in Istanbul, the cradle of civilizations offering numerous business opportunities today and also for tomorrow.

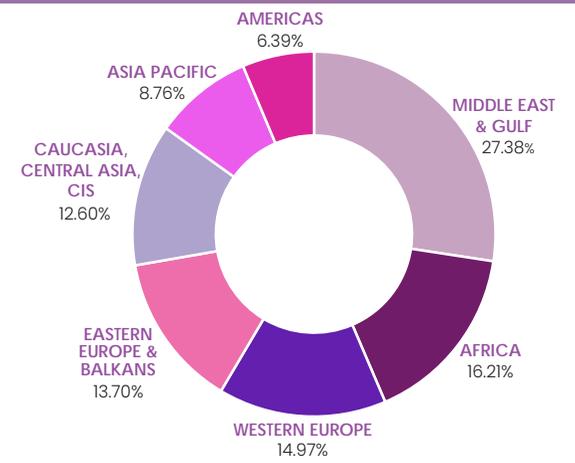


Venue Layout

- HALL 1-2a-6-7-8-10-11**
 - COSMETICS**
 - Personal Care
 - Skin Care
 - Make Up
 - Perfume
 - Cleaning
 - Baby Care
 - OTC Products
- HALL 2b-3**
 - HAIR & NAIL & PROF. BEAUTY**
 - Hair Care
 - Professional Hair Care
 - Salon Equipment & Furniture
 - Beauty Accessories
 - Nail Care
 - Professional Beauty
 - Beauty Devices
- HALL 4-5-10-11**
 - COSMAKING**
 - Supply Chain
 - Ingredients
 - Raw Materials
 - Packaging
 - Machinery
 - Contract Manufacturing
 - Business Services

Logos for beautyistanbul categories: Ingredients, Private Label, Halal, Organic.

INTERNATIONAL VISITOR BREAKDOWN BY REGION



VISITOR PROFILE

- Importers
- Distributors
- Wholesalers
- Private Label Buyers
- Retail Chains & Discount Stores
- Department Stores
- Cosmetics Chain Stores
- Pharmacies and Pharmacy Chains
- Home Stores
- Online Stores
- Duty Free Stores
- Manufacturers
- Exporters
- Hairdressers
- Salon and Spa Owners
- Dermatologists
- Estheticians
- Brands

TOP INTERNATIONAL VISITING COUNTRIES

IRAN	5,66%	UNITED KINGDOM	2,04%
SAUDI ARABIA	4,10%	AZERBAIJAN	2,00%
IRAQ	3,29%	PALESTINE	1,99%
UNITED ARAB EMIRATES	2,87%	LIBYA	1,91%
ITALY	2,79%	UNITED STATES	1,89%
RUSSIA	2,78%	CHINA	1,85%
BULGARIA	2,59%	UKRAINE	1,72%
ALGERIA	2,44%	LEBANON	1,61%
ROMANIA	2,33%	TUNISIA	1,59%
GERMANY	2,17%	KOSOVO	1,59%
JORDAN	2,13%	FRANCE	1,59%

BEAUTYISTANBUL ONLINE BUSINESS PLATFORM & MOBILE APP



BEAUTYISTANBUL Online Platform and Mobile App present lucrative business opportunities all year long for exhibitors and visitors!

Exhibitors can access 65,000+ buyers from 195 countries, visitors can browse 1,400 exhibitors and 20,000+ products and directly contact each other or set-up meetings for the exhibition.

*Online Platform use is at the discretion of the organizer and the organizer reserves the right to not provide access.

Check it out at online.beauty-istanbul.com



7th International Exhibition for Cosmetics, Beauty, Hair, Cleaning Private Label, Packaging, Ingredients

7-9 MAY 2026
TUYAP Fair Center
Istanbul - Türkiye

1400 Exhibitors
from 65 Countries

www.beauty-istanbul.com

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 İSTANBUL, TÜRKİYE
 Ph: +90(212)2229060 | +90(533)4843030
 info@beauty-istanbul.com - www.beauty-istanbul.com

THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174



LAST EDITION FACTS AND FIGURES

Edition: 6th **Date:** 8 -10 May 2025
Venue: TUYAP Fair Center, Istanbul - Türkiye
Organizer: Ipekyolu International Exhibitions
Exhibitors: 1,295 from 66 countries
 697 International, 598 Local (54% International)
 (42% more net exhibit space and %11 more exhibitors vs. the 5th edition)
20 Country Pavilions: Brazil, China, France, Gambia, Ghana, India, Indonesia, Iran, Italy, Latam, Malaysia, Pakistan, Palestine, Poland, Russia, South Africa, South Korea, Spain, Ukraine, United Arab Emirates
Visitors: 19,703 Unique Visitors from 167 countries
 8,058 International and 11,645 Local Visitors
 (41% International) 18% increase vs. the 5th edition
Hosted Buyer Program: 676 Buyers from 124 countries



HOSTED BUYER PROGRAM

The 2025 edition featured the **largest Hosted Buyer Program** worldwide in the cosmetics industry by sponsoring **676 quality buyers**, including the biggest importers, distributors and retail chains from **124 countries**, with a special focus on **Sub-Saharan Africa, Latin America and the Far East** to provide special business opportunities for the exhibitors.



LAST EDITION

The 6th edition of the BEAUTYISTANBUL Exhibition was held on 8-10 May 2025, at the new venue, TUYAP FAIR CENTER, spanning 10 halls. The categorization of halls by product category provided exhibitors and visitors with an enhanced experience



- ### PRODUCT RANGE
- Baby Care
 - Beauty Accessories
 - Beauty Salon Equipment & Furniture
 - Dermocosmetics
 - Hair Care
 - Hair Salon Equipment & Furniture
 - Halal Cosmetics
 - Home Care & Cleaning Products
 - Ingredients & Raw Materials
 - Make-Up & Color Cosmetics
 - Nail Care
 - Natural & Organic
 - Packaging & Machinery
 - Perfumery
 - Personal Care
 - Pharmaceuticals & OTC Products
 - Private Label & Contract Manufacturing
 - Professional Beauty Products
 - Professional Hair Products
 - Skin Care
 - Spa & Wellness
 - Institutions, Press

EXHIBITORS

1295

FROM

66

COUNTRIES

TOP 20 EXHIBITING COUNTRIES

	TÜRKİYE	598		SPAIN	21
	CHINA	175		SOUTH AFRICA	15
	ITALY	99		GHANA	14
	SOUTH KOREA	40		IRAN	11
	INDIA	37		RUSSIA	10
	POLAND	34		INDONESIA	10
	U.A.E.	31		GAMBIA	9
	MALAYSIA	25		EGYPT	8
	PAKISTAN	24		UKRAINE	8
	FRANCE	22		PALESTINE	6

EXHIBITOR COMMENTS

ASTRA MAKE UP - ITALY
 This is our fifth year at Beauty Istanbul, and once again, we're very happy with the number and quality of the traders. This year, we saw clients from across the GCC, Qatar, Saudi Arabia, Kuwait, Oman, and South America. The event's organization is outstanding, making it one of the world's leading and most important Beauty events. Every year brings new clients and we will certainly be here again.

ARMAF BEAUTE (STERLING GROUP) - UAE
 This was our first time participating in Beauty Istanbul, and we had already seen tangible results. We closed a deal with a new customer on the spot on just the second day. We met visitors from the Middle East, the U.S., South America, many from Africa, and of course, Türkiye. The response has been very positive. You can definitely expect us back next year.

MORFOSE - TÜRKİYE
 BeautyIstanbul is an exhibition that enhances Türkiye's exhibition image and provides significant support to our local manufacturers and other industry participants. Visitors come from various parts of the world, including Europe, America, South America, Africa, the Middle East, and even the Far East. I believe it will soon surpass other prestigious global exhibitions in terms of growth. The new venue is very spacious, easier to access, and the booths are more appealing. This year, the 6th edition of the exhibition has been the most profitable one for us so far. Additionally, the exhibition's timing is perfectly selected in terms of seasonality.



HOSTED BUYER BREAKDOWN BY REGION

