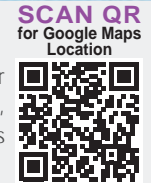




EMBRACE THE HARMONY OF
BUSINESS, LEISURE, CULTURE AND
HISTORY IN ISTANBUL

TUYAP Fair Center

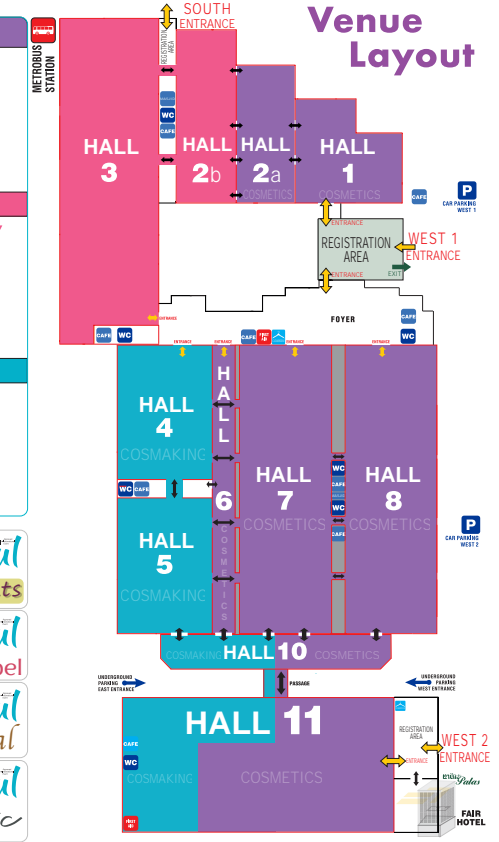
TUYAP Fair Center is the meeting point for international trade fairs since 30 years in Istanbul, the cradle of civilizations offering numerous business opportunities today and also for tomorrow.



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

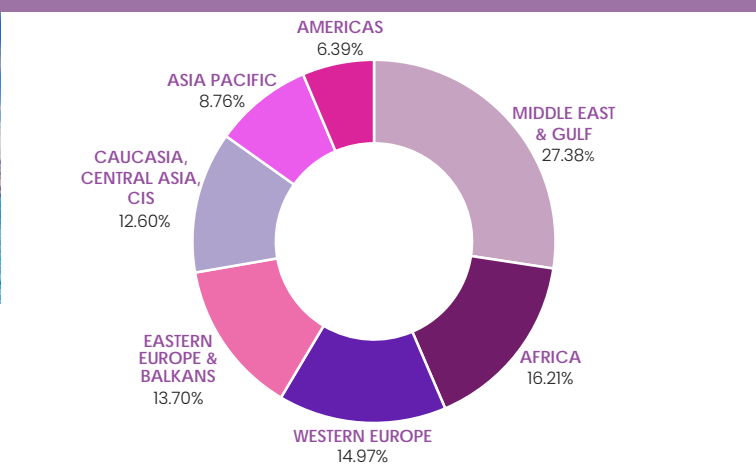


THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174



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INTERNATIONAL VISITOR BREAKDOWN BY REGION



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

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



VISITOR COMMENTS

PROSTOR - UKRAINE
The exhibition was very busy and productive for me as an importer. There were many interesting booths, products, and suppliers. The high level of organization ensured a comfortable working environment and experience on the premises. Thank you for the warm reception and support.

NEVADA GROUP S.A.S. - COLOMBIA
I had the pleasure of attending BEAUTYISTANBUL in Türkiye and was truly impressed by the event's organization and professionalism. The fair was well managed, with smooth logistics and a productive atmosphere. We discovered promising new products and connected with reputable companies, making it a valuable experience for potential partnerships. I hope the organizers maintain this high standard in the future. Looking forward to attending again next year

AL-DAWAA PHARMACIES - DMSCO - SAUDI ARABIA
This year's exhibition was well put together. It offered a smooth and professional experience for both visitors and exhibitors. There was a great mix of exhibitors from all the key beauty sectors, which makes Beauty Istanbul a valuable platform for networking, sourcing new products, and exploring business opportunities. The effort and attention to detail that went into planning the event were clearly visible. Many thanks to the Beauty Istanbul team for their hard work and dedication.





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



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























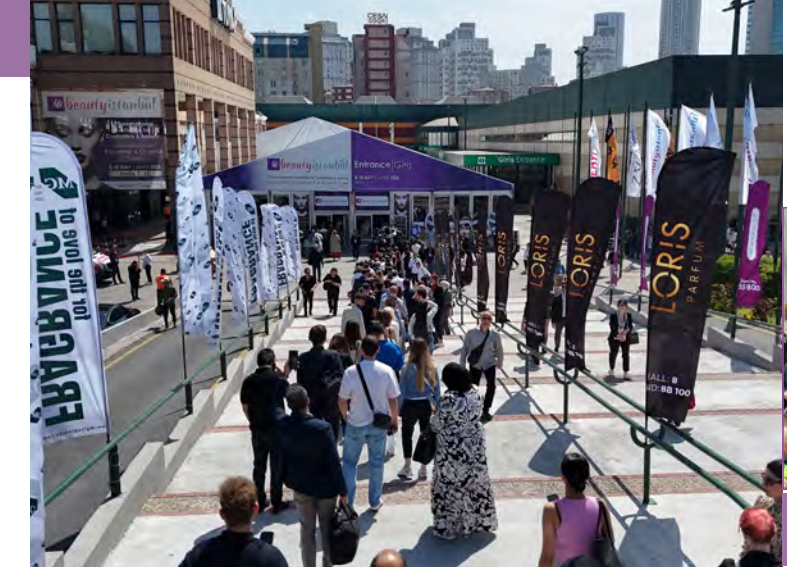
LAST EDITION FACTS AND FIGURES

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



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 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.



HOSTED BUYER BREAKDOWN BY REGION

