

Press release

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Successful conclusion of Beautyworld Saudi Arabia 2022 reinforces opportunities in Kingdom's flourishing beauty market

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Dedicated cosmetics, skincare, haircare, and fragrances exhibition attracts 4,758 Saudi buyers sourcing products from 76 exhibitors

Riyadh, Saudi Arabia: The 3rd edition of Beautyworld Saudi Arabia concluded on a successful note, welcoming 4,758 Saudi trade buyers through the doors at the Riyadh International Convention and Exhibition Centre from 21-23 March 2022.

The tremendous industry response underlined a welcome return to business for the Kingdom's only dedicated exhibition for beauty products, fragrances, haircare, and wellbeing, which last took place in 2019 before the global pandemic put an abrupt full-stop on large scale events in Saudi for more than two years.

Now however, the Covid-induced hiatus nearly seems like a distant memory, with both visitors and the 76-strong exhibitor line-up from 11 countries at Beautyworld Saudi Arabia delighted to be back in a safe, controlled physical environment at the purpose-built Riyadh venue.

Perhaps not surprising, given Saudi's beauty and personal care market will top US\$5.5 billion in retail value this year according to analysts Euromonitor International, up by nearly three percent from US\$5.36 billion in 2021.

Opportunities aplenty, and many taken, with international players and local companies alike eagerly networking and laying the ground work for potential long-term business partnerships in one of the world's flourishing beauty markets.

Beautyworld Saudi Arabia 2022 made its Riyadh debut in style, following two equally successful editions in the Western port city of Jeddah in 2018 and 2019. The Kingdom's capital and commercial hub responded in kind though in 2022, having delivered a wealth of high quality visitors and serious trade buyers.

Messe Frankfurt Middle East
Riyadh, Saudi Arabia

The annual three-day event is organised by Saudi-based Al-Harithy Company for Exhibitions (ACE) Group under licence from UAE-headquartered Messe Frankfurt Middle East, the name behind Dubai's Beautyworld Middle East – the region's largest international trade fair for beauty products, hair care, fragrances, and wellbeing.

"Beautyworld Saudi Arabia has once again demonstrated its position as the most influential trade fair brand specifically catering to the needs of Saudi's beauty, hair, fragrance, skincare, and cosmetics industries," commented Maria Cecilia Canlas, interim Show Director for Beautyworld Saudi Arabia.

"After such a long break, this year's edition has been a magnet with quality visitors and contacts in a safe and engaging environment. We feel privileged to have successfully reunited the industry once again, and look forward now to an even bigger, more successful show in 2023."

Dubai-based distributor Creative Beauty Source was among the exhibitors launching new brands in the Saudi market. General Manager Manwel Yehya said the company was delighted with the visitor response, and is confident of some fruitful partnerships: "We have nine brands in our portfolio and are launching two key brands in the Saudi market," he said.

"We're going to present in the Saudi market from today onwards, and we're so happy to be a part of Beautyworld Saudi Arabia. The response has been outstanding and we will be exhibiting more often."

Mr. Yehya's comments were echoed by fellow exhibitor Juana Birkenkamp, Communications Specialist at Parfex, a French fragrance house that produces perfumes for fine fragrances, body care and home products.

"Saudi Arabia is such an important market for us, and likewise Beautyworld Saudi Arabia has been that crucial platform enabling us to meet new clients and establish some strong networks," said Ms. Birkenkamp. "We're developing a special collection of fine perfumes that follow the vision of Saudi Arabia and we've had a very good audience this week, which is why we're coming back next year."

Beautyworld Saudi Arabia 2022 featured four dedicated show segments covering Fragrance; Hair, Nails & Salon Supplies; Cosmetics & Skincare; and Machinery, Packaging, Raw Materials & Contract Manufacturing.

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The 2022 show also hosted the Beauty Academy where current and aspiring hair and makeup professionals and salon managers honed their skills, organised in collaboration with the Baheya Academy and TVTC (Technical & Vocational Training Corporation).

Beautyworld Saudi Arabia is the 5th Beautyworld event globally, following annual shows in Dubai (Beautyworld Middle East) and Japan (Beautyworld Japan, Beautyworld Japan West, and Beautyworld Japan Fukuoka).

More information is available at www.beautyworldksa.com

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Information for journalists:

<https://beautyworld-saudi-arabia.ae.messefrankfurt.com/ksa/en/press.html>

Beautyworld Middle East in social media:

Facebook: <https://www.facebook.com/beautyworldME/>

Twitter: <https://twitter.com/beautyworldme>

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300 people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).*

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021

About Messe Frankfurt Middle East

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Hypermotion Dubai, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, and SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including Digital Next, Think Light, and the International Conference on Future Mobility. For more information, please visit our website at www.messefrankfurtme.com

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