

**PRESS RELEASE**

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**FROM PARIS TO RIYADH: FRENCH INNOVATION SHAPES THE FUTURE OF THE SAUDI MARKET AT BEAUTYWORLD SAUDI ARABIA 2025**

*Paris, 28 February– From 21 to 23 April 2025, Riyadh will host the 5th edition of Beautyworld Saudi Arabia, the leading event for the Middle East beauty industry. A delegation of 35 French companies will be accompanied by Business France under the Choose France banner and will be exhibiting in the France Pavilion. It will be an opportunity to explore the latest innovations and products in this dynamic sector. Join us at the Riyadh International Convention and Exhibition Center (RICEC), Hall 1, Stand 1B29, to meet the exhibitors.*

**The art of French know-how**

The French beauty sector is recognised the world over for the quality, excellence and innovation of its products. In 2024, French cosmetics exports topped the €20 billion mark for the second year in a row, reaching a total of €22.5 billion. This performance makes the cosmetics industry the 2nd largest contributor to the balance of trade, consolidating France's dominant position in the global beauty market.

At Beautyworld Saudi Arabia 2025, the 35 exhibitors on the French Pavilion will be showcasing a wide range of products, reflecting the expertise and know-how of French brands. Over the three days of the show, key players in the sector will be presenting innovative solutions tailored to every need. The selection on offer will include products for skin and hair, refined perfumes, as well as natural and organic formulations, fragrances, private labelling and packaging, and much more for you to discover. A rich and diversified range, perfectly illustrating the excellence of the brands in the world of beauty, embodying elegance, effectiveness and sustainable commitment with a French touch.

For a preview of the products presented, visit the Business France marketplace: [France Pavilion - Beautyworld Saudi Arabia 2025 (businessfrance.fr)](https://www.marketplace.businessfrance.fr/event/index/sellers/id/318/).

**The booming beauty market in Saudi Arabia**

The beauty sector in Saudi Arabia is undergoing significant expansion, with a forecast compound annual growth rate (CAGR) of 1.20% between 2022 and 2027.

This dynamic market is fuelled by a growing demand for innovative, high-quality beauty products that are adapted to specific local needs. Saudi consumers, who are increasingly demanding, pay particular attention to these criteria, especially the innovative aspect of products. In addition, growing environmental awareness is influencing the choices of Saudi consumers, who now prefer environmentally-friendly products, particularly when it comes to sustainable packaging.

The French beauty industry stands out for its ability to adapt to the specific needs of international markets. In 2024, French cosmetics exports to the Middle East increased by +12.3%, with positive growth in Saudi Arabia (+0.9%, compared with -19% the previous year). The French offer is an ideal response to the expectations of local consumers and illustrates the adaptability of French brands, which provide innovative products adapted to local specificities, while emphasising sustainability and environmentally-friendly packaging.

Come and meet French brands at Beautyworld Saudi Arabia 2025 in the French Pavilion! Visit us at the Riyadh International Convention and Exhibition Center (RICEC), Hall 1, Stand 1B29.

*Source: Business France, FEBEA, Team France Export*

**About Business France**

Business France is the public consultancy serving the internationalisation of the French economy. It is responsible for fostering export growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes the economic image and attractiveness of France, its companies and regions. It runs and develops the International Young Talent program (V.I.E). Business France has more than 1,400 employees in France and 53 other countries.

In 2023, Business France's support helped generate €3.3 billion in additional export sales for French SMEs, representing more than 27,111 jobs created or planned. Business France supported 58% of the 1,815 foreign investment decisions in 2023, representing 67% of the 59,254 jobs created or maintained in France.

**Partners**



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