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| Press release | 24th FEBRUARY 2025 |
| BEAUTYWORLD SAUDI ARABIA WILL ATTRACT 15,000+ VISITORS ON ITS RETURN TO RIYADH FROM 21-23 APRIL | Kate McGinley  Tel. +971 4 3894 573  [kate.mcginley@uae.messefrankfurt.com](mailto:kate.mcginley@uae.messefrankfurt.com)  [www.ae.messefrankfurt.co](http://www.ae.messefrankfurt.com)[m](http://www.ae.messefrankfurt.com)  [www.beautyworldksa.com](http://www.beautyworldksa.com) |

* **The 2025 edition of Beautyworld Saudi Arabia presents the largest showcase of global and local innovation in the beauty, wellbeing, hair and fragrance sectors.**
* **Saudi Arabia’s growing beauty market will be worth USD 5.95 Billion by 2028**
* **Exhibitor numbers have increased by 15 per cent with 280 new exhibitors joining the event for the first time and over 400+ in total**

**Riyadh, KSA**: Beautyworld Saudi Arabia, the Kingdom’s only dedicated exhibition for beauty, fragrance, hair and wellbeing, returns for its 5th edition between 21-23 April 2025 at Riyadh International Convention Centre (RICEC).

The event is set to be 43 per cent bigger than last year’s edition, with 8,792sqm net of space covered which will accommodate **400+ exhibitors** from **40+ countries**, plus over **15,000 visitors**.

“Beautyworld Saudi Arabia, now in its fifth year, has become a must-attend event for distributors, buyers, beauty experts and industry professionals in the region and across the world. We are delighted to present the most expansive showcase of global brands, cutting-edge innovations, and products spanning the entire beauty industry supply chain at this year’s show. The biggest and best beauty event in the region on record, the value proposition at Beautyworld Saudi Arabia 2025 is incredible for exhibitors and attendees alike,” said **Bilal Al Barmawi, CEO and Founder of 1st Arabia Trade Shows & Conferences.**

**The opportunity in Saudi Arabia**

According to the **2024 Middle East Beauty Market Report** by Beautyworld Middle East, Beautyworld Saudi Arabia, and BeautyMatter, rapid growth and development in The Kingdom is largely driven by a young population, changing cultural norms, and economic diversification.

KSA is the biggest and fastest growing market in the GCC, and this year’s mega beauty event will offer the ideal showcase of its opportunities. Fragrance is a highly important sector to watch in the Kingdom, with Expert Market Research predicting that the global fragrance market will reach $7.21 Billion by 2032, largely driven by the UAE and Saudi Arabia.

**Syed Ali Akbar, Show Director at Messe Frankfurt Middle East,** said: “The KSA market is going through immense growth and change, and we can’t wait to showcase this in Riyadh in April 2025. This is a unique opportunity for the global community to come together to network, collaborate and showcase all things beauty, wellbeing, hair and fragrance. There is a huge opportunity in Saudi Arabia for dynamic and diverse brands – and there has never been a better time to focus efforts on this region.”

Noted as ‘ones to watch’ homegrown Saudi Arabia start up brands such as Asteri, Han Makeup and Moonglaze, are featured in the report as a representation of the new wave of creative female entrepreneurs embracing a new era of womanhood.

The report also highlights that 63 per cent of the Saudi Arabian population is under the age of 30, presenting a huge space for brands to connect with a Gen Z audience through online content, gamification and social media, as well as through traditional media.

**What to expect at Beautyworld Saudi Arabia 2025**

An inspirational three-day exhibition, Beautyworld Saudi Arabia is set to offer a dazzling showcase of the flourishing beauty and wellness landscape in the Middle East, giving the biggest brands and the brightest minds in the business the opportunity to **network, source and grow**.

Covering **six key segments of the industry,** visitors and exhibitors are invited to peruse: Supply chain and services; Cosmetics and Skincare; Hair, Nails and Salon Supplies; Finished Fragrance and Fragrance Compounds; Personal Care and Hygiene; and Beauty Tech.

Not only is it the beauty industry’s central meeting point this April, but Beautyworld Saudi Arabia will also feature a range of engaging experiences for all participants to enjoy including Next in Beauty and The Premium Club.

**Next in Beauty**

A show within a show, The **Next in Beauty Conference** is where the future of beauty comes to life. Bringing together industry leaders and experts, Next in Beauty dives into the latest trends and opportunities shaping the global beauty scene. Expect important conversations around topics such as ‘Unlocking New Opportunities in Beauty Through Artificial Intelligence’ and ‘Frankincense in Skincare: The Ancient Elixir Meets Modern Science’, as well as live demonstrations and captivating insights. View the full **Next in Beauty** line up [here](https://beautyworld-saudi-arabia.ae.messefrankfurt.com/ksa/en/events/conference.html).

**The Premium Club**

Senior buyers and key decision makers are invited to be part of something very special this year with exclusive membership to The Premium Club. Designed to help exhibitors and buyers to connect with ease and in a comfortable and dedicated space, members will enjoy other complimentary benefits including a dedicated lounge for meetings, a quiet space to work, and access to coffee and light refreshments throughout the day. To find out if you qualify, click [here](https://beautyworld-saudi-arabia.ae.messefrankfurt.com/ksa/en/events/premium-club.html).

**Exhibitors in numbers**

Over 400 exhibitors have signed up to Beautyworld Saudi Arabia, a 15 per cent increase on last year, with over 120 returning exhibitors and 280 new brands. First-time exhibitors include I Make Up; Kara Beauty; Cherry Blossom; and La Fann Perfumes.

This year 12 per cent of all exhibitors are Saudi Arabia based and include brands such as AFRA Co. Ltd; Dar Al Amirat Co.; Woman Secrets Ltd; Awarid Trading Co.; Al Rehab Perfumes Company; and Gabas Oud & Perfumes.

GCC exhibitors include Action General Trading & Contracting Company from Kuwait; Zafaa Trading Co from the UAE and Safi Global LLC also from the UAE.

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). Beautyworld Saudi Arabia is licensed to 1st Arabia Tradeshows & Conferences by Messe Frankfurt Exhibition GmbH.

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**About Beautyworld Saudi Arabia**

Beautyworld Saudi Arabia, licensed by Messe Frankfurt GmbH, will take place from 21-23 April 2025 at the Riyadh International Convention and Exhibition Centre (RICEC), offering thousands of trade visitors a convenient and engaging platform to meet with over 350 regional and international exhibitors from across the globe for three days of business networking and sourcing.

For more information, please visit our website.

**About 1st Arabia**

1st Arabia Tradeshows & Conferences is a leading exhibition & conference organizer in the Kingdom of Saudi Arabia. Headquartered in Riyadh, 1st Arabia has regional offices in Jordan and is set to expand its operations in more countries regionally. 1st Arabia organizes top international trade exhibitions and conferences that provide unparalleled networking and business opportunities for companies looking to excel and grow within the Kingdom. Apart from conducting quality and high profile B2B trade fairs, country specific shows, corporate events, conferences, events management and festivals, 1st Arabia also provides a complete marketing tool and exhibition solutions to their valued clients. 1st Arabia is the only MICE organization in the Kingdom of Saudi Arabia who is a member of the International Organizations like IAEE, ICCA, UFI, MPI PCMA, SISO and, UFI.

For more information, please visit our [website](https://1starabia.com/). <https://1starabia.com/>