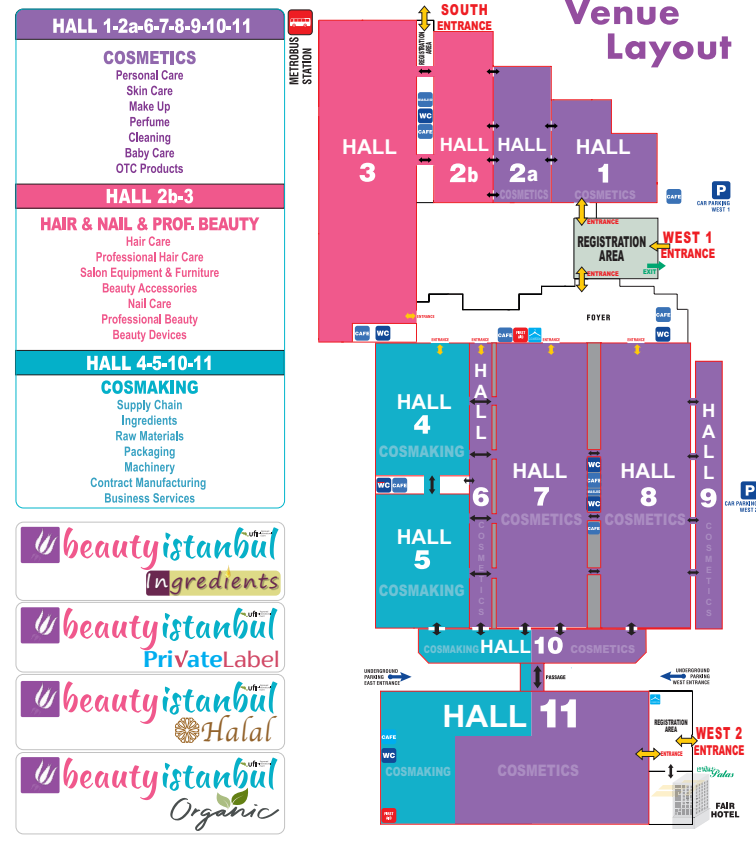
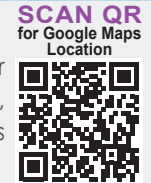




EMBRACE THE HARMONY OF  
BUSINESS, LEISURE, CULTURE AND  
HISTORY IN ISTANBUL

## TUYAP Fair Center

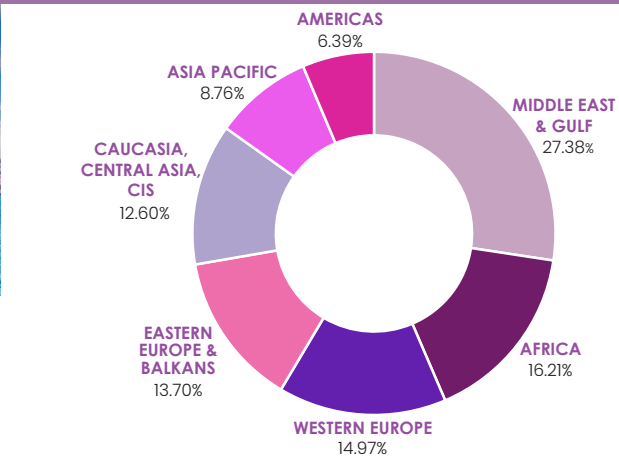
TUYAP Fair Center is the meeting point for international trade fairs since 30 years in Istanbul, the cradle of civilizations offering numerous business opportunities today and also for tomorrow.



ISTANBUL, 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

## 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](https://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.



**beautyistanbul**

**7<sup>th</sup> 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](https://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























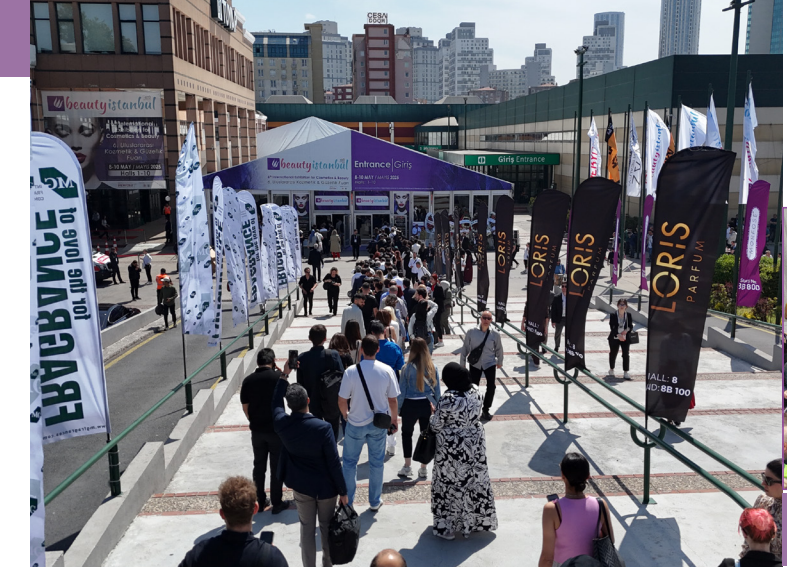
## LAST EDITION FACTS AND FIGURES

**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

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



## 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

