

35% increase expected in colour cosmetics market in MEA

With international cosmetics and toiletries manufacturers taking a firm foothold in the Middle East, the beauty and personal care market in the region continues to enjoy growth in most categories with Saudi Arabia and UAE leading the way. This was recently revealed by Euromonitor International, official knowledge partner for Beautyworld Middle East.



The UAE and Saudi Arabia continue to attract the world's most significant beauty care retailers and manufacturers with colour cosmetics, hair care, fragrances and skin care leading the way. Euromonitor International predicts that the market for Colour Cosmetics in the Middle East and Africa would grow by 35% between 2009 and 2014, to reach an incredible US\$2.3 bn.

"It is evident that the beauty and personal care market in this region will continue to enjoy growth for the foreseeable future," said Ahmed Pauwels, CEO, Epoc Messe Frankfurt, organiser of Beautyworld Middle East. "This growth is also reflected in Beautyworld Middle East where we are seeing year on year growth to mirror the market sentiments."

He added: "We have seen a marked increase in the number of exhibitors booking their stands earlier and also requesting bigger space than in previous years. We have also seen an increase in the number of new international enquiries. This signals towards the growing importance of this region for international brands."

It is estimated that women in the UAE spend more on colour cosmetics than do their counterparts in the UK and France, highlighting the importance of the market. It is evident that premium beauty care products are considered an affordable luxury by women in this market which helps bolster the industry's continued growth.

Beautyworld Middle East 2012 will be approximately 20% bigger than the previous edition and as such is moving halls. The exhibition will take place in the brand new state-of-the-art Sheikh Saeed Halls and Trade Centre Arena at the Dubai International Convention and Exhibition Centre, providing more space for exhibitors. To create more focus within the exhibition the show will now be divided into four distinct product groups, namely: Hair, Nails & Accessories; Machinery,

Packaging & Raw Materials; Cosmetics, Skincare & Fragrance; and Professional Equipment & Spa.

Wella Professional, P & G International, OPI, Essie, Creative Nail Design (CND), Alessandro and LPG are amongst some of the major international names that will be present at Beautyworld Middle East 2012, taking place from May 29 to 31. Other international exhibitors already confirmed for the trade event include: ESI Spa, Bioline, Reanima, Jackie & David, GK Hair, Enigma, Global Packaging and Sollas, to name a few.

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