

EXHIBITOR DATA

EXHIBITORS AND BRANDS



DOMESTIC

INTERNATIONAL

COUNTRIES OF ORIGIN

COUNTRY PAVILIONS

1,145

45%

55%

45

8

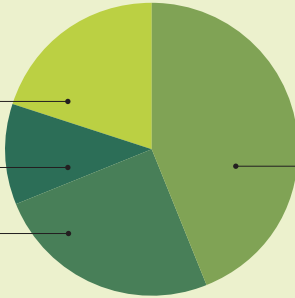
EXHIBITOR PRODUCT SECTORS

20%
Cosmopack (solutions for the entire beauty supply chain)

11%
Nail

25%
Hair

44%
Skincare/ Makeup/ Fragrance



ATTENDEE DATA

VISITS



DOMESTIC

INTERNATIONAL

COUNTRIES OF ORIGIN

26,000+

80%

20%

105

PRIMARY BUSINESS NATURE

6%
Beauty Professionals

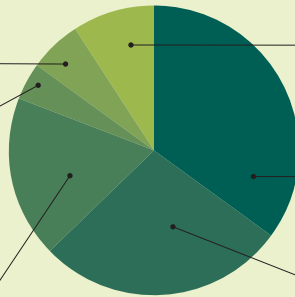
4%
Manufacturer Reps

18%
Corporate: Marketing, Creative R&D, Product and Package Development, Consultancy, Investment, & Finance

9%
Press/Others

35%
Retail Buyers, Distributors & Importers/ Exporters

28%
Manufacturers/ Brand owners



TOP 5 US STATES AND COUNTRIES IN ATTENDANCE

UNITED STATES	CALIFORNIA	FLORIDA	TEXAS	NEW YORK	NEVADA
INTERNATIONAL COUNTRIES	CANADA	MEXICO	CHINA	SOUTH KOREA	UNITED KINGDOM

SEE YOU NEXT YEAR! JULY 15 - 17, 2025

WWW.COSMOPROFNORTHAMERICA.COM/LAS-VEGAS

INDUSTRY-LEADING EDUCATION

COSMOTALKS & COSMOPACK EDUCATION

Cosmoprof North America's conference format offers the widest-ranging series of seminars and panels in the beauty industry that combines creativity, inspiration and business insights for both the finished product and supply chain sectors.

ENTREPRENEUR ACADEMY

This unique, one-day intensive conference provided beauty entrepreneurs with a hands-on practical workshop, giving them with the tools necessary to help them succeed.



DAYS

2

FORMATS

3

SESSIONS

23

SPECIAL PROJECTS



In partnership with international trend agency BEAUTYSTREAMS, the awards formally recognize the absolute best in finished beauty products, celebrate innovation, and honor excellence in packaging design and formulation among exhibitors.

CATEGORIES

6

SUBMISSIONS

242

FINALISTS

24

WINNERS

6

COSMO TRENDS

The annual report on beauty trends, curated by international trends agency BEAUTYSTREAMS, features the most innovative products from Cosmoprof exhibitors.

TRENDS IDENTIFIED

10

PRODUCTS HIGHLIGHTED

39

[View the Report](#)



PRESS ZONE

Exhibitors were offered a valuable opportunity to meet one-on-one with influencers and beauty editors from top publications.

EDITORS

BEAUTYMATTER, THE BEAUTY INDUSTRY REPORT, CEW, COSMOPOLITAN, GOOD HOUSEKEEPING, NEWBEAUTY, PEOPLE MAGAZINE, REFINERY 29, AND WWD.

INFLUENCERS

JENNIFER CHIU, RAMÓN PAGÁN, AND SARAH PALMYRA.

BUYER PROGRAM

The Buyer Program facilitated networking among top beauty retailers, distributors and brands with Cosmoprof and Cosmopack exhibitors to mutually fulfill business needs.

SELECT BUYERS AND DISTRIBUTORS IN ATTENDANCE

1HOTELS, ALGENIST, BEAUTY BRANDS, BELK, BLACKBERRY FARMS SPA, BLOOMINGDALES, BLUE BEAUTY, CLINIQUE, C.O. BIGELOW, COSTA D'ESTE, COUPANG, D'MUJERES, ECOSMETICS, ESTÉE LAUDER, FARMACIAS DEL AHORRO, HEINEMMAN, H MART, HOLT RENFREW, ICSITUM, JANE IREDALE, KOHL'S, LEOPHARMA, L'ORÉAL, MACY'S, MARIO BADESCU, MARRIOTT, MSC CRUISES, NEIMAN MARCUS, NORDSTRÖM, OLIVELA, REVLON, ROSSBRIDGE, SALONCENTRIC, SHOPPERS DRUGMART, SPACENK, TARGET, THIRTEEN LUNE, TULA, URBAN OUTFITTERS, VON MAUR, WELL.CA, AND TATCHA.

MARKETING & MEDIA

PRESS PLACEMENTS

1,700+

ESTIMATED IMPRESSIONS

439MM

SOCIAL MEDIA FOLLOWERS

103,664 +17% VS 2023

ENGAGED EMAIL SUBSCRIBERS

39,710