

JANUARY 26 – 28, 2027

COSMOPROF NORTH AMERICA

COSMOPACK NORTH AMERICA

## **COSMOPROF NORTH AMERICA MIAMI 2026 CONCLUDES ITS THIRD EDITION, REINFORCING MIAMI AS A GLOBAL BEAUTY HUB**

*Over 800 exhibitors, strong Latin American attendance, and a spotlight on fragrance underscore the show's expanding influence across the Americas.*

Miami Beach, FL – February 19, 2026 – Cosmoprof North America Miami successfully concluded its third edition at the Miami Beach Convention Center, reinforcing Miami's position as a strategic global hub for the beauty industry. As a leading B2B trade show connecting North America, Latin America, and key international markets, the event brought together beauty professionals from across the global supply chain to discover innovation, build partnerships, and drive business growth.

The 2026 edition welcomed a highly qualified, decision-making audience of 19,000 attendee visits from 105 countries, with 12% of registered attendees traveling from Latin America, reinforcing Miami's role as a gateway city and a natural meeting point for brands looking to scale across the Americas. The event's growth underscored the need for two distinct shows in North America, enabling the platform to better serve regional demand, expand access for participants, and support the industry's accelerating momentum.

### **SHOW HIGHLIGHTS**

845 exhibitors from 39 countries showcased innovations across Skincare, Makeup & Fragrance; Hair Care & Nails; and Cosmopack, representing the full beauty supply chain. Fragrance emerged as a standout category, reflecting strong buyer interest and continued momentum within the global beauty market.

International country pavilions highlighted global craftsmanship and innovation from Brazil, China, Colombia, France, Germany, Italy, South Korea, Spain, and Turkey, reinforcing the show's increasingly international footprint.

Boutique, Cosmoprof's interactive product sampling initiative, made its Miami debut, allowing attendees to curate personalized beauty bags filled with samples from participating exhibitors. All donations collected supported CUT IT Out, a program of PBA Charities, reinforcing the event's commitment to social impact.

In partnership with BEAUTYSTREAMS, CosmoTrends returned with a curated on-site display highlighting key product directions and innovations shaping the beauty landscape. Featured trends included The Sheer Shift (skin care meets make-up with a barely-there effect), Sentilicious

(new takes on gourmand fragrances), Rooted Resilience (products that strengthen hair from within), Local by Nature (products whose formulas spotlight indigenous ingredients), and Gentle Power (skin care, hair care, and color cosmetics that are ultra-gentle).

Cosmoprof North America Miami also continued its second-year partnership with Maesa to support emerging beauty entrepreneurship. Three brand winners received fully funded travel, access to the Entrepreneur Academy, and exclusive speaking and networking opportunities.

## **INDUSTRY IMPACT AND LOOKING AHEAD**

Distributors, retailers, brand founders, manufacturers, and suppliers from across the Americas and beyond gathered in Miami, strengthening the event’s role as a high-value business platform where discovery meets deal-making.

As momentum continues to build, Cosmoprof North America Miami strengthens its position as a must-attend destination for brands seeking expansion, innovation, and meaningful market access across North America, Latin America, and the world.

“This was actually AWARE Hair’s first trade show ever, and I don’t think we could’ve asked for a better ‘first,’” said Jade Wong, Co-Founder of AWARE Hair. “We had meaningful conversations we likely wouldn’t have had otherwise, and it absolutely helped us stand out.”

Returning exhibitor SV Labs Corporation’s Chief Revenue Officer Julie Ann Lemke stated, “This is my second time exhibiting at Cosmoprof Miami, and it’s a perfect and unique opportunity to get a pulse on our industry across the entire value chain, from ingredients to emerging brands.”

Sophia Sanchez, Starboard Cruises Merchandise Coordinator, added, “Cosmoprof Miami 2026 was a very productive and inspiring show overall. It was great to connect with well-established brands while also discovering new and innovative companies, which made it easy to identify emerging trends and potential partnership opportunities.”

Concluding its third successful edition, Cosmoprof North America Miami reinforces its reputation as a dynamic hub for beauty innovation, cross-border collaboration, and forward-thinking industry dialogue. The continued growth of the Miami edition further solidifies its role as a key pillar within the Cosmoprof worldwide network, as the platform looks ahead to the 23rd edition of Cosmoprof North America Las Vegas, taking place July 13–15, 2026, followed by a return to Miami for the fourth edition, January 26–28, 2027.

Registration for Cosmoprof North America Las Vegas is now open [here](#).

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BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art, and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2024 edition, Cosmoprof registered more than 248,000 attendees from 150 countries in the world, and 3,012 exhibitors from 69 countries. Cosmoprof Worldwide Bologna 2024 is scheduled from March 20 to 23, 2024, in Bologna – Italy. Cosmoprof's B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapted to each market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof Asia, Cosmoprof India, and Cosmoprof CBE ASEAN. For more information, please visit: [WWW.COSMOPROF.COM](http://WWW.COSMOPROF.COM).

The Professional Beauty Association (PBA) is dedicated to advocating and fighting for the rights and professionalism of the beauty industry, and is committed to the long-term success of beauty professionals and the businesses that employ and support them. As the largest and most inclusive trade organization representing the entire beauty industry, PBA advocates for legislation on behalf of the industry, including such things as fighting against deregulation. PBA also provides curated resources to empower members, including education, business tools and resources, curated healthcare and insurance options, exclusive events, charitable initiatives, scholarships, networking opportunities and proprietary reports and data. Members include manufacturers, distributors, salons, spas, schools, independent practitioners, students, and industry suppliers. For more information, please visit: [WWW.PROBEAUTY.ORG](http://WWW.PROBEAUTY.ORG).