



News

happi

May 12th, 2025

Cosmoprof North America Set for July 15-17 in Las Vegas

After a successful 21st edition that welcomed 26,000 global attendees, CPNA remains a strategic hub for companies.



As the beauty industry continues to navigate shifting market dynamics and evolving consumer expectations, **Cosmoprof North America Las Vegas** (CPNA) returns for its 22nd edition from July 15–17, 2025 at the Mandalay Bay Convention Center.

The affair will offer a timely platform for connection, education and new opportunity.

After a successful 21st edition that welcomed 26,000 attendee visits from 113 countries and over 1,100 exhibitors from 45 nations, CPNA remains a strategic hub for companies looking to engage with the largest and most complex beauty market in the world.

Expanded Show Floor

The 2025 edition of Cosmoprof North America will feature an expanded show floor, including a new hall designed to meet increased demand across categories. Cosmopack, representing the full beauty supply chain, will also return with greater scale — reinforcing the show's end-to-end value across innovation, manufacturing and sustainability.

A dedicated Korean Beauty area will highlight one of the most consistent growth drivers in the US market, giving attendees access to leading-edge Korean skincare, cosmetics and haircare brands that continue to shape global trends.

Diverse Innovation

CPNA's returning curated areas reflect the breadth and resilience of today's beauty community.

Discover Beauty will elevate brands led by AAPI, **Latinx, Indigenous and women entrepreneurs**, along with those championing conscious beauty.

Discover Black-Owned Beauty will continue to amplify founders driving meaningful representation and product innovation.

The Beauty Vanities returns as a space for showcasing breakthrough and innovative brands new to the market.

Insight-Driven Programming

Education remains a cornerstone of the CPNA experience.

CosmoTalks and the Entrepreneur Academy will bring together voices from across the industry to explore strategy, innovation, and practical pathways forward.

Cosmopack Education, embedded directly on the show floor, will dive into key topics including ingredient trends, packaging innovation, and sustainable beauty practices.

Strategic Networking & Industry Highlights

The Buyer Program continues to foster targeted connections between exhibitors and top retailers, distributors, and decision-makers — helping drive smart growth in a measured environment.

CosmoTrends, the bi-annual trends report curated by Beautystreams, will offer timely insights into product innovation and emerging shifts.

The newly expanded Cosmoprof & Cosmopack North America Awards will recognize brands from both Las Vegas and Miami editions, honoring excellence across innovation, sustainability and execution.

Looking Ahead

The event will offer a high-value industry platform for networking, education and identifying growth opportunities. With new features, expanded categories and more opportunities for collaboration, Cosmoprof North America Las Vegas 2025 is an unmissable experience for industry professionals.

To register, visit www.cosmoprofnorthamerica.com.