



News



May 5th, 2025

## What to expect as Cosmoprof North America returns to Las Vegas in July?



**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.**

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

### **A platform for what's next**

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 U.S. market, giving attendees access to leading-edge Korean skincare, cosmetics, and haircare brands that continue to shape global trends.

## Spotlighting diverse innovation

The three day event will also bring back its curated areas dedicated to indie and emerging beauty brands:

- **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, with this year's show featuring a robust lineup of seminars and expert-led talks:

- **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.

To learn more and register, visit [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com). Early bird pricing ends May 7th.