

EXHIBITOR DATA

EXHIBITORS
AND BRANDS

952



DOMESTIC

46%

INTERNATIONAL

54%

COUNTRIES
OF ORIGIN

39

EXHIBITOR PRODUCT SECTORS

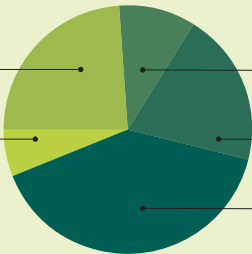
24%
COSMOPACK

6%
SPECIAL AREA

10%
NAILS

20%
HAIR

40%
SKIN CARE



ATTENDEE DATA

VISITS

26,500



NEW TO COSMOPROF
NORTH AMERICA

50%

DOMESTIC

83%

INTERNATIONAL

17%

COUNTRIES OF ORIGIN

88

PRIMARY BUSINESS NATURE

2%
PRESS

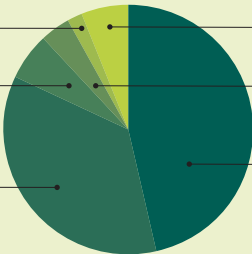
6%
OTHER

36%
BUYERS: RETAIL
BUYERS, DISTRIBUTORS,
IMPORTERS/EXPORTERS

6%
BEAUTY PROFESSIONAL

4%
INDUSTRY CONSULTANTS

47%
BRANDS/MANUFACTURERS



TOP REASONS FOR ATTENDING

NEW PRODUCT
TRENDS

70.22%

NETWORK WITH INDUSTRY
PEERS AND LEADERS

44.49%

FIND NEW VENDORS AND SUPPLIERS
TO DEVELOP NEW PRODUCTS

37.56%

TOP 5 U.S. STATES
REPRESENTED

CALIFORNIA

TEXAS

FLORIDA

NEW YORK

NEVADA

TOP 5 INTERNATIONAL
COUNTRIES REPRESENTED

CANADA

MEXICO

SOUTH KOREA

CHINA

UNITED KINGDOM

SEE YOU NEXT YEAR! JULY 13 - 15, 2027

WWW.COSMOPROFNORTHAMERICA.COM/LAS-VEGAS

INDUSTRY-LEADING EDUCATION

SESSIONS

24

ENTREPRENEUR ACADEMY SESSIONS

9

COSMOTALKS SESSIONS

17



COSMOTALKS 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

ENTREPRENEUR ACADEMY 101

Celebrating 10 years of empowering beauty entrepreneurs, Entrepreneur Academy 101 is a one-day intensive providing emerging brands with the practical tools and insights needed to build a strong foundation for success.

ENTREPRENEUR ACADEMY 201

New this year, Entrepreneur Academy 201 builds on the foundation of 101 with advanced education and strategies designed to help growing brands scale and succeed.

SPECIAL PROJECTS



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



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.

TRENDS IDENTIFIED

6

PRODUCTS HIGHLIGHTED

22

[View the Report](#)

CATEGORIES

6

SUBMISSIONS

315

FINALISTS

24

WINNERS

6



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

HOSTED BUYERS

276

COUNTRIES

15

BUYERS & BRANDS IN ATTENDANCE:

1Hotels, Abundant by design, All American, Aminco Group, Aspire Brands, BeautySpace, Belk, BLIFE, Bloomingdales, Bloomingdales Marketplace, Buc-ee's, Chatters, Circulo de Belleza, CO Bigelow, Coupang, Dermstore, Dillard's, eCosmetics , FreePeople, Gabe's, Grupo Dimension 3, HMart, Holt Renfrew, Icsitum, Ipsy, JCP, JW Marriott, Kera Source, Macy's Backstage, Mercado Libre, MeyerSpa, MiniSoo, Nordstrom Marketplace, OhLolly, Orcutt, Pattern, Probeco, QVC, HSN, Rennai, Rosewood Hotels, Ross Stores, Saks, Sally Beauty, SalonCentric, SDM, SOL RETAIL, SpaceNK, Sukoshi, Target, Temu, TheBeautySpy, Thirteen Lune, TikTok, Urban Outfitters, Von Maur, Walmart, Well.Ca, WHSmith



Exhibitors had a valuable opportunity to meet one-on-one with influencers and beauty editors from leading consumer and trade publications, including InStyle, The Beauty Industry Report, The New York Times and more.

BEAUTY PRESS HOSTED

10

CONTENT CREATORS HOSTED

5

MARKETING & MEDIA

PRESS PLACEMENTS

1,300+

ESTIMATED IMPRESSIONS

195^M

SOCIAL MEDIA FOLLOWERS

130,133 +17.76% VS 2025

ATTENDEE EMAIL SUBSCRIBERS

60,997 +35.7% VS 2025