

Africa's
Beauty & Cosmetics
Meeting Place



ABeautyExpo

2. COSMETICS, BEAUTY, CARE
& HYGENIE PRODUCTS FAIR

22 - 24 JULY 2027

JOHANNESBURG
SOUTH AFRICA



abeautyexpo

www.abeautyexpo.com



Southern Africa's Largest Cosmetics & Beauty Fair

Direct access to South Africa's \$4.2 billion beauty market and, under AfCFTA, a continental market of 54 countries. The single international meeting point for cosmetics, personal care, hygiene, medical aesthetics, and supplements.

MyMatch : Scheduled Meetings with the Smart Business Connectivity System

Algorithmic matching with buyer delegations before the trade show opens. You'll know who's coming to your booth before the show, so you won't waste your time.

SECTOR 01

Skincare & Derm

- Clinical skin care and dermocosmetics
- Day/night creams, serums, toners
- SPF and after-sun products
- Anti-aging, hyaluronic acid, and retinol lines
- Hyperpigmentation and acne treatment formulas
- Under-eye, lip, and neck care products

HS 3304 · %42.4 Continental Share · The Largest Segment

SECTOR 02

Color Cosmetics, Perfumes, Fragrances & Hygiene

- Color cosmetics and all makeup products
- Perfumes, colognes, deodorants, and niche fragrances
- Color formulations
- Personal hygiene and bath products
- Wipes, baby care products, and medical soaps
- Nail polish and nail care products

HS 3303–3307 · Fast Growing segment

SECTOR 03

Hair & Salon Equipment

- Professional hair care and coloring systems
- Products for curly, coily, and short hair
- Hair extensions, wigs, and hairpieces
- Salon furniture, chairs, and shampoo stations
- Manicure and pedicure equipment
- Artificial nails and nail art supplies

HS 3305 · %9.06 CAGR · Fastest Growing

300+ Exhibiting Brands

10.000+ Visitors

50+ Countries



Why South Africa?

The Continent's Trade Hub, the Natural Home of the Trade Show

- **Africa's Largest Cosmetics Market:** With a market size of \$4.2 billion in 2026, South Africa accounts for 28% of the continent's cosmetics market. Johannesburg serves as the logistics and financial hub for all SADC exports.
- **AfCFTA — Zero Tariffs Across 54 Countries:** The African Continental Free Trade Agreement (AfCFTA) eliminates tariffs on cosmetic raw materials. Gain access to the continent's trade hub at a single trade show.
- **Port of Durban:** The Continent's Logistics Gateway. Goods unloaded in Durban reach 15 SADC countries via road and rail, and the rest of Africa by sea.
- **Growing Middle Class & Premium Demand:** Rising disposable income and the influence of social media are accelerating growth in the premium segment. Online beauty sales have reached 12.5%.
- **Verified Buyer Delegations:** The region's actual decision-makers—purchasing managers from distributors, pharmacy chains, and beauty salon groups—are invited to attend the trade show.

SECTOR 04

Medical Aesthetics & Equipment

- Medical laser and light-based aesthetic devices
- Carbotherapy, cryotherapy, and RF devices
- IPL, hair removal, and phototherapy systems
- Dermapen and mesotherapy equipment
- Spa beds, thalasso, and wellness equipment
- Aesthetic clinic furniture and infrastructure solutions

HS 9018 · High Growth · Premium segment

SECTOR 05

Natural, Organic & Supplements

- Nutricosmetics: collagen, biotin, antioxidants
- Products with marula, baobab, and rooibos extracts
- Vegan and cruelty-free certified lines
- Dietary supplements and wellness products
- Clean Beauty and sustainable packaging
- Aromatherapy and essential oil products

HS 2106/2936 · %18+ Growth · Pharmacy channel

Allure
Aesthetic
Affordable
Africa

SECTOR 06

Packaging, Ingredients & Private Label

- Cosmetic packaging and bottle design
- Labeling, printing, brand identity solutions
- Active ingredients and raw material sourcing
- Perfume ingredients and fragrance concentrates
- Contract manufacturing and private label services
- Cosmetic testing laboratories and certification

HS 3923/3926 · Supplier to all industries





ABeautyExpo

2. COSMETICS, BEAUTY, CARE
& HYGENIE PRODUCTS FAIR

22 - 24 JULY 2027

FUAR VENUE

GALLAGHER
Convention Centre



19 Richards Dr, Halfway House Midrand,
1685, Güney Afrika Cumhuriyeti

VISITING HOURS

22 July Thursday	10:00 - 18:00
23 July Friday	10:00 - 18:00
24 July Saturday	10:00 - 18:00

FOR MORE INFORMATION AND TO EXHIBIT

Mr. Yusuf Akbolat

International Sales Director

+90 531 254 85 78

yusuf.akbolat@bifasfuvar.com

Mr. Gökhan Özkaş

Project Director

+90 537 595 88 44

gokhan.ozkas@bifasfuvar.com

info@abeautyexpo.com



abeautyexpo

www.abeautyexpo.com

