

BEAUTYWORLD 2010

30 January to 1 February 2010 in Frankfurt



PRESS RELEASE

beautyworld

Three Days of Beauty

Auckland, 19th of October 2009 – Beautyworld – International Trade Fair for Perfumery, Toiletries and Cosmetics – will be shortened to three days from 2010 and be held from 30 January to 1 February.

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"Particularly in times of economic difficulty, it is essential that companies make the best possible use of the time and money at their disposal", says Eva Olbrich, Director of Beauty Fairs in Frankfurt.

Beautyworld 2009 was visited by some 10,400 trade visitors from 78 countries, approximately 1,400 more than the previous event. Of the European nations, Italy, Poland, Austria, the Netherlands and France were the top countries in terms of visitor numbers.

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Buyer quality at Beautyworld is usually very high. Over 70% of buyers at the last event have sole purchasing or joint purchasing authority. All the major buyer groups are represented at this trade fair, from mid-size retailers to the department stores and the multiples.

Natural cosmetics remain still a top trend. Compact skincare creams, specially developed for dynamic women in a hurry, are still very popular. The wellness market continues to grow. New massage techniques and spa equipment are in high demand all over the world. Wellness breaks are becoming more popular than other breaks and demand for wellness for men continues to rise.

Innovative product design, creative packaging and cross-selling are boosting consumption. Ancient natural products and ceremonies from Asia and Africa continue to provide a source of inspiration for modern, Europeanised products and therapies and are enjoying increasing popularity.

Additional information:
www.messefrankfurt.com
www.beautyworld.messefrankfurt.com

Beautyworld will be held parallel to Paperworld – Leading International Trade Fair for Paper, Office Supplies and Stationery – from 30 January to 2 February 2010 and Christmasworld – International Trade Fair for Festive and Decorative Articles – from 29 January to 2 February 2010.