

THE LEADING B2B BEAUTY EVENT IN THE AMERICAS,
DEDICATED TO ALL SECTORS OF THE INDUSTRY - MIAMI 2025 FACTS & FIGURES

COSMOPROF NORTH AMERICA MIAMI'S SECOND EDITION SHINES WITH IMPRESSIVE STATS!



EXHIBITOR DATA

EXHIBITING
COMPANIES

900



DOMESTIC

39%

INTERNATIONAL

61%

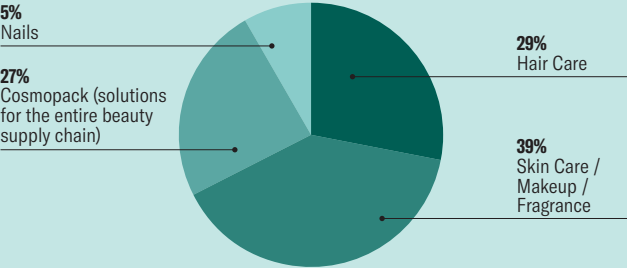
COUNTRIES
OF ORIGIN

49

COUNTRY
PAVILIONS

10

EXHIBITOR PRODUCT SECTORS



ATTENDEE DATA

VISITS

19,000

NEW TO COSMOPROF
NORTH AMERICA

52%



DOMESTIC

75%

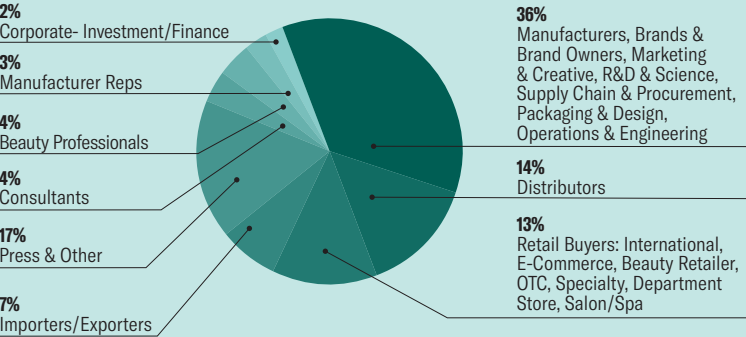
INTERNATIONAL

25%

COUNTRIES OF ORIGIN

115

PRIMARY BUSINESS NATURE



TOP 5 U.S. STATES
REPRESENTED

FLORIDA

NEW YORK

NEW JERSEY

CALIFORNIA

TEXAS

TOP 10 INTERNATIONAL
COUNTRIES REPRESENTED

CANADA

MEXICO

COLOMBIA

GUATEMALA

BRAZIL

SPAIN

HONDURAS

ARGENTINA

JAMAICA

ITALY

SEE YOU NEXT YEAR! JANUARY 27 - 29, 2026

WWW.COSMOPROFNORTHAMERICA.COM/MIAMI

INDUSTRY-LEADING EDUCATION

COSMOTALKS AND ENTREPRENEUR ACADEMY

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.

SESSIONS

25



SPECIAL PROJECTS

COSMO TRENDS

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

PRESS ZONE

Exhibitors had a valuable opportunity to meet one-on-one with influencers and beauty editors from leading consumer and trade publications, including BEAUTYMATTER, The Beauty Industry Report, Byrdie, CEW, Forbes, Good Housekeeping, Refinery29, and WWD.

TRENDS IDENTIFIED

5

PRODUCTS HIGHLIGHTED

22

[View the Report](#)



EDITORS HOSTED

8

INFLUENCERS HOSTED

8



BUYER PROGRAM

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



SELECT BUYERS AND DISTRIBUTORS IN ATTENDANCE

1 HOTEL, 360XITY DUTY FREE, ALIBABA GROUP, AMAZON, AMERICAN EAGLE OUTFITTERS, AROMAS DUTY FREE, ASSENONTYPEOPLE LLC, BARENTZ, BEALLS, BEAUTY CRAFT, BEAUTYSPACE, BELK, BELLEZA ACTIVA, BLACKBERRY MOUNTAIN, BLOOMINGDALE'S, BURLINGTON STORES, BURMAX COMPANY, C.O. BIGELOW, CALVIN KLEIN, CAPILEX, CHANEL CLINIQUE, COSTCO MEXICO, COSTCO WHOLESALE, COTY, CVS HEALTH, D'MUJERES, DEPASQUALE SALON SYSTEMS, DERMAPIEL, DILLARD'S INC., DOMERIL SA, DR. BRANDT, DSM-FIRMENICH, DUTY FREE BELIZE, DUTY FREE HOLDINGS, DYOPENKO S.A., E.L.F. BEAUTY, ESTÉE LAUDER COMPANIES, EVERRA, FADFITFUN, FEMSA, FOUR SEASONS PALM BEACH, FREE PEOPLE, GIVAUDAN, H MART / H MART MANHATTAN, HEB, HOT TOPIC, HSN, HYATT CAP CANA, I.C.O.N COSMETICS, ICSITUM SA, IPSY, JANE IREDALE, JCPENNEY, JOCOTT BRANDS, K-BEAUTY & HOME, KENVUE, KLAR & CO., L'ORÉAL, LATIN BEAUTY SUPPLIES, LATINAS BEAUTY SUPPLY INC., LEOPHARMA, LOBLAW COMPANIES LIMITED, LONDONTOWN USA, MACY'S, MARIO BADESCU, MSC CRUISES, NATUREX, NEIMAN MARCUS, NO 7 BEAUTY COMPANY, OHLOLLY, PACSUN, PARLUX, PERFUME TRADING CENTER INC, PARFUMS CHRISTIAN DIOR, QVC INC., RAINBOW BEAUTY SUPPLY, ROSS STORES, ROYAL CARIBBEAN GROUP, SALLY BEAUTY HOLDINGS, SALONCENTRIC, SCENTBIRD, SOLFISH, STARBOARD CRUISE, TARGET, THE BEST WHOLESALE NAIL SUPPLY, THE FRAGRANCE GROUP, THE FRAGRANCE OUTLET, THE PAPER STORE, THE TIX COMPANIES, INC., THG, THIRTEEN LUNE, TIK TEK MARKETING, TIKTOK, TIKTOK SHOP, TIX, TIX AUSTRALIA, TIX CANADA, TIX COMPANIES, TLLC, TOP BRANDS INT., TULA SKINCARE, ULTA BEAUTY, ULTRA STANDARD DISTRIBUTORS, UNILEVER, URBAN OUTFITTERS, WALGREENS, WALMART, WALMART MARKETPLACE, WALMART PR.

U.S. COMMERCIAL SERVICES

In partnership with the U.S. Commercial Services, a delegation of vetted international beauty buyers were hosted at the show. These buyers were specifically seeking to represent U.S. brands in their local markets.

BUYERS

157

COUNTRIES REPRESENTED

15

MARKETING & MEDIA

PRESS PLACEMENTS

1,778

POTENTIAL REACH

+363Mln

DIGITAL MEDIA IMPRESSIONS

35Mln

SOCIAL MEDIA FOLLOWERS

111,442 ^{17%} INCREASE

EMAIL SUBSCRIBERS

43,723