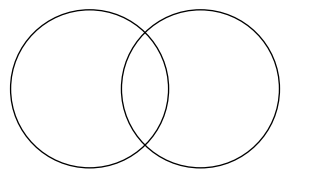


# PRESS RELEASE

May 15, 2023

**COSMETISTA** EXPO  
NORTH & WEST AFRICA - CASABLANCA



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**6<sup>th</sup> edition of Cosmetista Expo North & West Africa:** Innovations, Authenticity, and Growth  
Cosmetista Expo North & West Africa 2023, taking place from May 27 to May 30 at the International Conference and Exhibition Center of the «CICEC» in Casablanca, is the showcase of the global beauty, cosmetics, and wellness market. A market that is experiencing impressive growth, boosted by advances in research and increasingly efficient and sustainable

formulations. The largest cosmetics trade fair in Africa brings together a hundred exhibitors from ten African, European, Asian, and American countries, including Brazil. Cosmetista Expo also serves as a powerful development lever for Moroccan and African producers towards international markets, as evidenced by the number of professional visitors from all over the world.

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Casablanca, April 19, 2023. The 6th edition of Cosmetista Expo North & West Africa is particularly rich and exciting. Spread over the 2,500 m<sup>2</sup> of the International Conference and Exhibition Center of the «CICEC» in Casablanca, the largest African trade fair for beauty, cosmetics, and wellness brings together a hundred exhibitors, industry leaders as well as newcomers. Coming from Africa, Europe, Asia, and America, they operate throughout the entire value chain: finished products, raw materials, packaging, equipment, training, and even distribution. An opportunity for the approximately 17,000 national and international visitors expected, distributors, wholesalers, beauty salons, perfumeries, parapharmacies, online shops, spas... but also the general public, all eager to discover in preview the latest international trends and the latest innovations in terms of equipment, tools, and care, makeup, and wellness products.

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The meeting of a growing industry «We are proud that Cosmetista Expo has become, in just 6 editions, the major continental showcase of this particularly dynamic sector that is beauty, cosmetics, and wellness. The fair offers a unique opportunity to discover the latest innovations from the most influential players in the industry, not to mention natural products that are enjoying worldwide enthusiasm,» says Marina Sabir, general manager of Cosmetista Expo. The global market shows a growth rate of around 6% and professionals are counting on an even more significant increase in the years to come. «The cosmetics market in Morocco is currently estimated at 9 billion dirhams and has an annual growth of 8 to 10%. It represents 45,000 direct jobs and more than 100,000 indirect jobs,» adds Cosmem, the association that brings together cosmetic operators in Morocco, importers, and local manufacturers. For Morocco, and more broadly for Africa, the prospects are promising. The global trend heavily favors care and wellness products based on natural ingredients. This explains the large number of international visitors who have come to source some of the flagship Moroccan products such as argan oil, prickly pear, as well as rose or almond oil, as well as ghashoul or black soap, which are now must-haves in spas and cosmetics around the world.

Innovations and Authenticity Throughout the aisles, visitors can discover the various pavilions and participants coming from Brazil, Italy, France, Spain, China, Turkey, Egypt, or the United Arab Emirates... and the great innovations proposed by more than 300 brands. More efficient and advanced innovative products; more sustainable products too, which favor natural ingredients and avoid chemicals thanks to milder and more ecological formulations. Young innovative brands and major players in the sector are available to visitors to introduce and test their creations that combine modernity and authenticity to meet the new demands of consumers. Experts and professionals also animate, throughout the 4 days of the fair, shows and demonstrations on the stage of Cosmetista Expo or in their stands.





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