



# COSMETISTA<sup>EXPO</sup>

NORTH & WEST AFRICA - CASABLANCA

**7<sup>TH</sup> EDITION**  
**INTERNATIONAL EXHIBITION**  
BEAUTY . COSMETICS . WELLNESS

**11-14 MAY 2024**  
**OFEC - CASABLANCA**

# EXHIBITORS PROFILE

PRODUCTS, DEVICES AND SOLUTIONS



EQUIPEMENTS FOR  
BEAUTY PARLORS AND SPA



HAIR CARE



BODY AND FACE CARE



NAILS CARE



MAKEUP



ORGANIC AND  
NATURAL COSMETICS



PERSONAL HYGIENE



ANTI-AGING CARE



PERFUMES



CARE EQUIPMENT  
BODY AND FACE



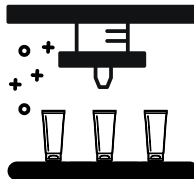
DIETARY  
SUPPLEMENTS



RAW MATERIAL



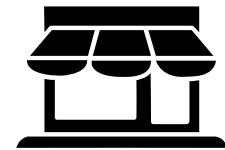
PACKAGING



PACKAGING MACHINE  
COSMETICS



WORK CLOTHING  
AND TEXTILE



CONCEPT STORE

# COSMETISTA EXPO NORTH & WEST AFRICA

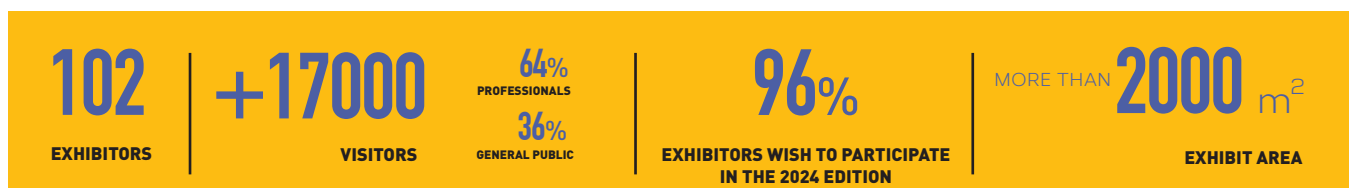
Cosmetista Expo North & West Africa se positionne en tant que le plus grand salon africain qui réunit Cosmetista Expo North & West Africa positions itself as the largest African trade fair that brings together all stakeholders in the beauty, cosmetics, and wellness sectors.

This trade fair serves as a platform for exchange between the African continent and other continents, offering an exceptional opportunity to develop partnerships on a national and international scale.

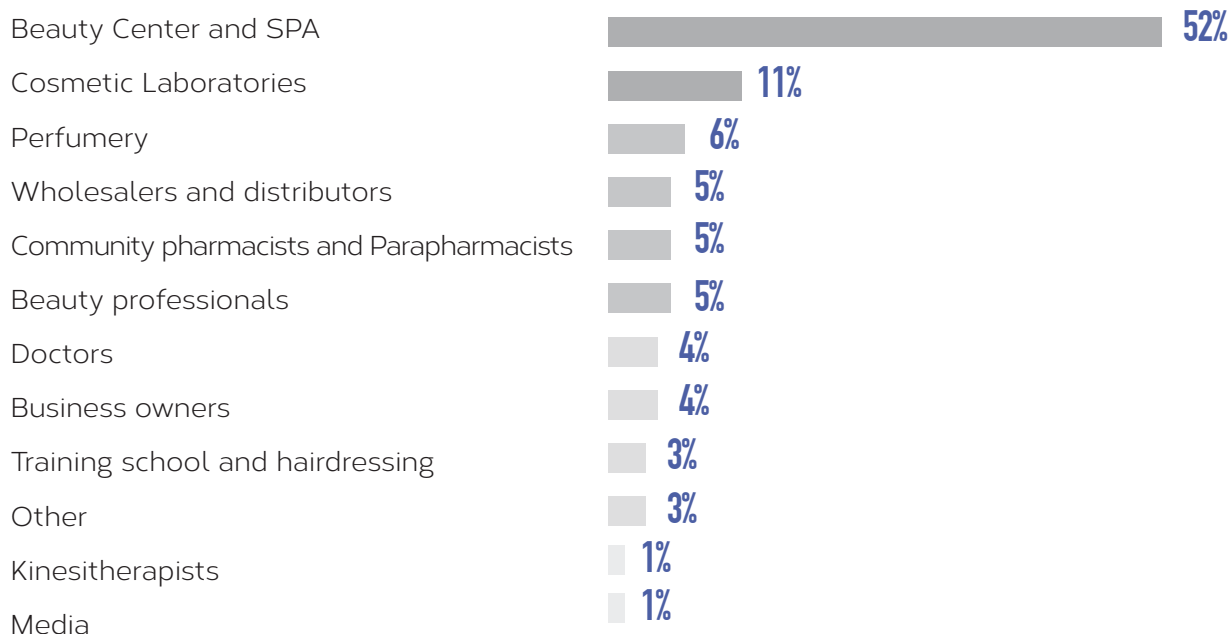
Cosmetista Expo North & West Africa acts as a marketplace for brands and distributors. The cosmetics market in Morocco has demonstrated an annual growth rate ranging between 10 and 15%, achieving a turnover of 1.09 billion in 2017. According to the «Morocco Cosmetics Market Size and Trends Analysis» report, this figure is expected to nearly double by 2025.

*After six successful editions, we are delighted to announce the holding of the 7th edition of Cosmetista Expo North & West Africa, scheduled from May 11th to May 14th, 2024, in Casablanca.*

## KEYS FIGURES OF 2022 EDITION



## VISITORS DISTRIBUTION BY PROFESSIONAL CATEGORY



# WHY PARTICIPATE AS AN EXHIBITOR?

# 6

reasons why you absolutely should not miss the next edition of Cosmetista Expo North & West Africa.

The most obvious one is that Cosmetista Expo North & West Africa 2024 is an eagerly anticipated event by exhibitors and visitors from previous editions. They have all been delighted by the relationships formed, the agreements reached, and the moments experienced. They are eagerly awaiting the opening of the doors to the next edition. What about you?

## DISCOVER OPPORTUNITIES COSMETISTA EXPO OFFERS YOU :

### BE VISIBLE

Introduce your products and services in a rewarding context to thousands of attentive visitors, be they professionals or consumers.

### ANTICIPER

Detect the trends; discover all the innovations of the sector and the new expectations of the market.

### POSITIONING

Promote your brand, diffuse your news and key messages, work on your brand image close to a large public who came specifically for you.

### DEVELOP YOUR BUSINESS

Diversify your clientele, develop your customer portfolio and seize new opportunities of business in a full evolution changing market.

### MEET

Expand your professional network and develop partnerships at the national and international levels. Prospect and collect a database of qualified contacts.

### PROVE

Show your know-how and value the performance of your products / services through demonstration sessions or animated workshops with your great care.

# VISITORS PROFIL

- Distributors and Resellers
- Wholesalers
- Hairdressing and esthetics salon
- Nails care centers
- Hotels
- Massage centers
- Dermatologists
- Pharmacies
- Drugstores
- Importers
- Industrialists of the sector
- Medical Institutions
- SPA
- Professional beauty schools
- Final Consumers
- Media agencies
- Others...





# COMMUNICATION STRATEGY

In order to ensure a strong visitor presence and to provide optimal visibility for your products and services, Cosmetista Expo North & West Africa 2024 is implementing an ambitious communication strategy, including an extensive outreach plan and a digital campaign aimed at engaging over 50,000 targeted Moroccan and international contacts within the beauty and wellness sectors.

Cosmetista Expo North & West Africa has established an ongoing connection with potential salon visitors through digital communication tools that disseminate information throughout the year.

+63 000  
FANS



20,1K  
FOLLOWERS



Influenceurs

36 Beauty influencers from Morocco following by 3,5 million followers.



## 2024 MEDIA AND NON-MEDIA DEVICE



RADIO



URBAN  
DISPLAY



PRESS



DIGITAL  
WEBSITE  
SOCIAL NETWORKS  
E-MAILING



PRINT



DIRECT  
MARKETING

# COSMETISTA<sup>EXPO</sup>

NORTH & WEST AFRICA - CASABLANCA



[Instagram.com/Cosmetistaexpo](https://www.instagram.com/Cosmetistaexpo)



[Youtube.com/Cosmetistaexpo](https://www.youtube.com/Cosmetistaexpo)



[Facebook.com/Cosmetistaexpo](https://www.facebook.com/Cosmetistaexpo)



[Linkedin.com/Cosmetistaexpo](https://www.linkedin.com/Cosmetistaexpo)

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