

A Premier Expo on Ingredient, Formulation, Packaging & Manufacturing Technologies for the Fragrance & Cosmetics Industry



Behind  
Cosmetics

EXPO

25 26 27 APRIL 2024

IICC, DWARKA, NEW DELHI, INDIA



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## UNITING INNOVATION IN BEAUTY MANUFACTURING

Behind Cosmetics Expo is a comprehensive platform encompassing the entire manufacturing value chain of the cosmetics industry, assembling an array of components ranging from fundamental raw materials like beauty ingredients and fragrances, all the way to cutting-edge technology, machinery, packaging, labeling, and even contract manufacturing. The event stands out as a key hub for fostering collaboration, innovation, and knowledge exchange within the ever-evolving beauty sector.

With an array of products, services, and expertise under one roof, participants can engage with fellow industry members, learning from each other's experiences and gaining insights into emerging market dynamics. Providing a conducive environment for professionals within the industry to convene, this event serves as a platform for uncovering the most recent advancements, trends, and pivotal developments that define the cosmetics sector. Behind Cosmetics Expo is primed to facilitate a platform that not only showcases products but also encourages thought-provoking discussions, workshops, and seminars that delve into the intricate facets of the beauty and cosmetics sector.



## WHY BEHIND COSMETICS EXPO 2024?

BCE 2024 presents a premier opportunity for companies to showcase their products and cutting-edge technologies to industry peers, while also generating high-quality leads from an extensive visitor base that spans across the nation and international borders, further fostering new and existing networks. The event serves as a platform for launching new products with the added advantage of garnering substantial media coverage, ensuring maximum visibility.

In addition, participants gain valuable insights into the latest industry trends and technological advancements. Under the expertise of MEX Exhibitions Pvt Ltd, an exhibition organizing company with over two decades of experience, the trade show ensures an unparalleled experience for exhibitors and visitors alike.



# INDIAN BEAUTY, WELLNESS & COSMETICS MARKET

The Indian cosmetics market has experienced substantial growth, ranking fourth globally in generating revenue from the beauty and personal care sector. Projections indicate a steady Compound Annual Growth Rate (CAGR) of 4.23% over the next five years. The color cosmetics market, driven by the acceptance of western culture and the preferences of the younger generation, is witnessing rapid expansion. The Indian beauty market has evolved significantly, and it is expected to grow from \$16.5 billion in 2023 to \$18.4 billion by 2026, reflecting an impressive growth rate of 11.5 percent.

## WHY INDIA?

India, a colossal market brimming with opportunities, stands as one of the world's largest. The confluence of escalating disposable income and evolving lifestyles among Indian consumers has ignited an insatiable demand for cosmetic products, catapulting this industry into a thriving realm.

Vast market, offering boundless brand opportunities.

Surging demand due to increased disposable income and evolving lifestyles.

Valued at billions, India's cosmetic market thrives.

Strong economic growth with a GDP surpassing \$2 trillion.

Favorable government initiatives attract investments, fostering cosmetic industry growth.

## INDIA MARKET OVERVIEW

- Global beauty market revenue in 2022: \$430 billion.
- India's Beauty & Personal Care market projected CAGR: 3.38% (2023-2027).
- Anticipated market volume in 2027: \$31.10 billion.
- Indian cosmetics segment CAGR: 2.87% (2023-2027).
- Estimated market volume in 2027: \$7.02 billion.
- Flourishing innovation by domestic and international brands to meet diverse consumer preferences.
- Digital technology adoption fuels industry growth, enhancing consumer access and engagement.
- Resilient post-pandemic outlook: Expected industry revenue by 2027: \$101 billion.

## FOCUS CATEGORIES



**INGREDIENTS**



**FORMULATIONS  
& TECHNOLOGIES**



**PACKAGING**

## SHOW HIGHLIGHTS

**200+**  
EXHIBITORS

**300+**  
BRANDS

**2000+**  
PRODUCTS

**10,000+**  
EXPECTED VISITOR

**1,00,000+**  
SQM EXHIBITOR  
AREA



## SHOW ATTRACTIONS

BUSINESS MATCHING  
MEETINGS

INGREDIENTS & FRAGRANCE  
ZONES

TECHNICAL CONFERENCES

INNOVATION ZONE

HANDS ON WORKSHOPS

FORMULATION ZONE

## EXHIBITOR PROFILE



Cosmetics &  
Personal Care  
Ingredients



Essential Oils



Contract  
Manufacturing



Distributors Of  
Raw Materials And  
Ingredients



Formulation And  
Regulation Companies



Fragrances



Ayurveda & Organic  
Ingredients



Lab Equipment  
Manufacturers



Labeling And Laser  
Marking Companies



Cosmetic  
Manufacturing &  
Processing Machinery



Nutraceutical  
Ingredients



Packaging Machinery  
& Equipment



Label  
Manufacturers



Quality Control  
Certification And  
Regulatory Organizations



Specialty Chemical  
Manufacturers



Testing & Research  
Services

## DRIVING FACTORS FOR EXHIBITORS?

- To be a part of the industry platform
- To find potential buyers
- To network with industry peers
- Launch new products & technology
- To analyze competition
- To grow your business
- To showcase your innovations
- To enhance your brand image
- Get instant feedbacks

## VISITOR PROFILE

- Cosmetics and personal care product manufacturers
- Formulators & Scientists for cosmetics & personal care industry
- Home Care Manufacturers
- Perfume & Toiletries Manufacturers
- Salon and hotel chains
- Consultants
- Distributors/Wholesalers Agents / Importers/Exporters
- Fragrance Manufacturers
- OEM/ODM Manufacturers
- Private label and Contract manufacturers
- Testing / Lab services & many more

## VISITOR BENEFITS

- Stay updated with industry innovations.
- Experience new product launches.
- Network with industry peers.
- Explore cutting-edge technologies.
- Connect with top suppliers.
- Engage in knowledge sessions.



## KEY SECTORS

### INGREDIENTS

The significance of ingredients in cosmetics cannot be overstated, and Behind Cosmetics is dedicated to highlighting this critical aspect of the industry. In our pursuit of addressing the core issues within the cosmetics sector, we recognize that the very essence of cosmetic products lies in their ingredients. Brands and manufacturers in this segment are redefining their strategies to formulate the end products as the consumer is much more conscious of what goes inside of the products they use. Bringing this category for brands to pick the right ingredients to formulate their end product right.

In light of heightened consumer awareness and a growing demand for innovative, accurately formulated, and high-quality cosmetic products in India, the cosmetics ingredients market has experienced robust growth. Over the past four years, it has exhibited a Compound Annual Growth Rate (CAGR) of 16.2%, reflecting the dynamic nature of this sector.

Forecasts indicate a promising trajectory, with a projected CAGR of 4.23% over the next five years. Notably, India ranks fourth globally in terms of revenue generation in the beauty and personal care sector for the year 2022. The Indian Beauty and Personal Care Market, estimated at USD 24.53 billion in 2022, is poised to ascend to USD 33.33 billion by 2027, reflecting an impressive CAGR of 6.32%

### KEY CATEGORIES



Cosmetic Ingredients



Essential Oils



Fragrances



Nutraceutical  
Ingredients



Home & Personal  
Care ingredients



Ayurveda  
ingredients



Distributors of raw materials and ingredients





## FORMULATION & TECHNOLOGIES

In today's cosmetics landscape, consumers have become increasingly discerning, meticulously scrutinizing the ingredients contained within the products they entrust to their skin. This heightened awareness among consumers has set in motion a transformation within the cosmetics industry itself. Brands and manufacturers are redefining their strategies, placing a paramount emphasis on the art of formulating products that align with these evolving consumer demands.

Behind Cosmetics plays a pivotal role as the conduit between brands and brings the world of perfect ingredients, providing invaluable insights into the formulation process, rigorous testing and research methodologies, and access to state-of-the-art equipment. It is through this harmonious blend of the right ingredients, cutting-edge technology, and meticulous craftsmanship that Behind Cosmetics empowers brands to create products that cater to the exacting standards of today's informed and conscientious consumers.

The cosmetics industry in India is experiencing significant growth, with the India Retail Cosmetics Market reaching USD 20.64 Billion in 2023 and expected to maintain robust growth with a CAGR of 4.34%. Notably, the Natural Cosmetics market is projected to grow by 3.52% from 2023 to 2028, reaching a market volume of US\$1.07 billion in 2028. Companies in the sector are shifting towards a holistic approach, emphasizing well-being, digital acceleration, and health and safety in their product offerings. There is a rising demand for products focused on skin health, overall well-being, hygiene, and sustainability. Additionally, the market trend towards vegan and cruelty-free cosmetics is gaining traction, reflecting the industry's evolution to cater to changing consumer preferences for natural, holistic, and sustainable products.



## KEY CATEGORIES



Formulation and regulation companies



Lab Equipment manufacturers



Cosmetic manufacturing & processing Machinery



Specialty chemical manufacturers



Testing & research services





# PACKAGING

In the cosmetics industry, packaging assumes a paramount role that extends beyond mere aesthetics. At Behind Cosmetics, we recognize the pivotal significance of packaging as it stands at the forefront of a product's identity and functionality. Our expertise lies in delivering packaging solutions that are not only visually attractive but also user-friendly and cost-effective. We understand that in this dynamic industry, where skincare and self-care have gained immense prominence, packaging plays a crucial role in capturing the essence of a brand and its products.

Furthermore, we are deeply committed to sustainability, collaborating with both local and international vendors to ensure that our packaging solutions not only meet but exceed environmental standards. By offering a diverse array of packaging options, we empower our clients to meet the unique demands of their customers, thereby solidifying their market presence.

Recent developments in the Indian cosmetics packaging industry include modest progress in reducing packaging, as reported in the India Personal Care Packaging Market. The market size for cosmetic packaging in India reached USD 49.4 billion in 2020 and is expected to grow to USD 60.9 billion by 2025, driven by emerging packaging trends, innovative designs, and a growing demand for eco-friendly packaging. Additionally, the India Retail Cosmetics Market is projected to experience robust growth with a CAGR of 4.346.

## KEY CATEGORIES



Packaging Machinery  
& Equipment



Plastic/Glass Bottles,  
Jar & Tube manufacturers



Packaging Box  
manufacturers



Cosmetic Pump  
manufacturers



Labeling and laser  
marking companies









# SHOW PROMOTIONS



## DIRECT MARKETING

- Personal & special invites to leading government & private companies.
- Invitations
- Brochures and Flyers
- SMS Marketing
- Voice SMS Marketing
- Telecalling to industry players



## DIGITAL MARKETING

- E-mail Marketing
- WhatsApp Marketing
- Social Media Marketing
- Online & Web promotions
- Google Ads Campaign



## ELECTRONIC BROADCASTS

- Television Coverage
- Radio Announcements
- Online



## PRINT MEDIA ENDORSEMENTS

- Trade Journals
- Newspapers Ads



## OOH PUBLICITY

- Bus Shelters
- Public Utilities
- Over Road Signage
- Hoardings
- Kiosks & Banners
- Scooter Stepni Covers



### SPONSORSHIPS

#### Your best way to build a Powerful Brand

Attract the right kind of buyers by opting for sponsorship opportunities which go best with your brand's image. It not only creates a positive impact but also accelerates sales. it also helps you stand out of the competition & showcase your uniqueness.

**Start your successful brand story Now!**

#### SOME OF THE SPONSORSHIP OPPORTUNITIES AVAILABLE ARE:

PLATINUM PARTNER

GOLD PARTNER

SILVER PARTNER

VIP LOUNGE SPONSOR

REGISTRATION SPONSOR

WATER BOTTLE SPONSOR

LANYARD SPONSOR

CARRY BAG SPONSOR

FRAGRANCE PARTNER

INGREDIENTS PARTNER

COSMETIC TECHNOLOGY PARTNER

#### SPONSORSHIP OPPORTUNITIES

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## BENEFITS OF ASSOCIATION:

- Helps you reach out to your target markets & buyers
- Expands brand awareness & media exposure
- Increases your reach to new clients, customers & businesses
- Reconnects with your existing customers & brings larger audience
- Generates strong leads & delivers great ROI
- Enhances brand visibility both, pre-show & during the show

## REGISTRATION

Interested in Attending Behind Cosmetics Expo 2024?  
Sign up to be notified when registration opens.



### EXHIBITOR

Exhibit at Behind  
Cosmetics Expo

REGISTER



### SPONSORSHIP

Become a Sponsor /  
Partner

REGISTER



### DELEGATE

Obtain your Conference  
Pass

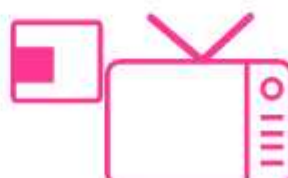
REGISTER



### VISITOR

Register Now for  
Free Entry

REGISTER



### MEDIA

Be a Media Partner

REGISTER



## VENUE & RATES

### IICC (India International Convention & Expo Centre)

Located in Dwarka, New Delhi

IICC is India's largest convention and exhibition centre. IICC offers a mixed purpose tourism experience with the best location, convenient transportation, as well as various commercial facilities.

### IICC (India International Convention & Expo Centre)

**Rs. 9000 per sqm**

**BARE SPACE (MINIMUM AREA 18 SQM)**

**International Participants: 250US\$ per sqm**

**Rs.9500 per sqm**

**SHELL SCHEME (MINIMUM AREA 9 SQM):**

**International Participants : 275 US\$ per sqm**

**GST @ 18% extra. Corner stall 10% extra.**

## PAYMENT SCHEDULE:

**50% at the time of booking & balance 50% at least two months prior to the show.**

**All payments to be made by DD/Cheques in favour of MEX Exhibitions Pvt. Ltd.**

### DETAILS FOR BANK TRANSFER OF PAYMENTS:

Beneficiary : **MEX EXHIBITIONS PVT. LTD.**

Bank : **RBL BANK LTD.**

Beneficiary A/C No. : **609000810004**

IFSC Code for NEFT / RTGS : **RATN0000141**

Branch : **Ground Floor, M-6, Hauz Khas**

**New Delhi-110016, Delhi, India**

# About The Organiser

**MEX Exhibitions Pvt. Ltd.** is an international exhibition company with a strong presence of over four decades in the advertising industry, **over 27 years in publishing & 20 years in exhibitions.** The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over **India, Dubai, Singapore and Thailand.**

For more details, visit our website at : [www.mexexhibits.com](http://www.mexexhibits.com)

Organiser



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