



BEAUTY WEST AFRICA

26th–28th November 2024
The Landmark Centre, Lagos, Nigeria

2024 SHOW BROCHURE & 2023 POST SHOW REPORT



"Our experience has been highly beneficial as we have acquired valuable information, established contracts with distributors, and connected with agents and marketing companies—a crucial aspect for our business. We cannot wait for next year!"

Fornex Cosmetics, Turkey

80%
of exhibitors
rebooked their
stand for 2024
onsite!

INTRODUCTION

Beauty West Africa marked a significant return with its largest edition to date, spanning three halls, accommodating global exhibitors, plus a local SME Zone - showcasing an extensive range of products and services across the beauty industry, from hair care, wigs and extensions, dermatology, cosmetics, accessories, and much more.

A record number of buyers, importers, and wholesalers from the ECOWAS region attended. The conference hosted thought leaders and industry experts, adding depth to the overall experience. The sheer scale and diversity of the event affirmed its status as a cornerstone in the beauty industry.

2023 SHOW SUMMARY



4761
VISITORS



258
EXHIBITORS



270+
HOSTED VIP
BUYERS



55+
SPEAKERS



**SCAN
HERE**

**TO VIEW THE
EXHIBITOR
LIST**

WHAT TO EXPECT IN 2024?



5500+
VISITORS



300+
EXHIBITORS



400+
HOSTED VIP
BUYERS



60+
SPEAKERS

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EXHIBITOR BREAKDOWN

The Beauty West Africa 2023 witnessed the participation of 258 exhibitors from a remarkable 47 countries, solidifying its position as the leading professional beauty trade exhibition across the African continent.

The event serves as a comprehensive showcase, featuring a diverse array of products and services spanning all aspects of the beauty industry—all conveniently housed under one roof. This annual opportunity is not to be missed!

"BWA is really special to us as we were here last year as it was our launch into the market. We met a lot of retailers and distributors, and we gained a lot of validation from BWA. Now, a year on, our products are in a number of retailers here, and we're back to find more. Its been an amazing platform for us."

Uncover Skincare, Nigeria

EXHIBITOR FEEDBACK



96%

would recommend this exhibition to other companies



80%

of space for 2024 was sold onsite at the 2023 edition



98%

were impressed with the overall organisation of the event



97%

were more than happy with the quantity and quality of visitors

"Having taken part in this exhibition, I strongly recommend every business to participate, as it provides a valuable network and establishes proper distribution channels."

Goree Cosmetics Pvt Ltd, Pakistan



"We came to find a distributor and we have met a lot of buyers who are interested in our product. I can see there's been a lot of activity, a lot of companies are looking for the type of product we have. So I have seen a lot of positive conversations that we had with the buyers."

Okay Pure Naturals, USA



EXHIBITOR CATEGORIES



26%
Skincare



24%
Perfumes & Fragrances



18%
Haircare



12%
Makeup & Cosmetics



8%
Spa and Salon equipment



7%
Personal Care



5%
Other

EXHIBITOR REGIONS:



AMERICA
9%

AFRICA
17%

EUROPE
15%

MIDDLE EAST
24%

ASIA
35%



"Africa, particularly this region, is filled with opportunities, and we aspire to broaden our presence here. The event is very well-organised, drawing a substantial number of visitors. Being here has increased our brand visibility and allowed us to connect directly with customers."

Shaikh Mohd, Saeed Group Of Companies, Dubai

THE NIGERIAN MARKET

Nigeria currently has a population of 226 million people, and is predicted to be the 3rd most populated country in the world by 2050.

226mil

\$9.72bn

In Nigeria, the revenue generated in the Beauty & Personal Care market is projected to reach US\$9.72bn in 2024.

The Nigerian Cosmetics and Beauty industry is expected to grow by 17.7% annually between 2023-2027, significantly higher than any other African market.


17.7%

80%

Traditional markets still account for over 80% of West Africa's cosmetic imports has strong ties with the region's leading markets of 1000s of buyers, wholesales, importers combined.

Nigeria imported over \$1.1bn on Cosmetic, Perfumes, Essential Oils and Toileteries products in 2023.

\$1.1bn



"I believe Africa is a vast untapped market, it's got one of the fastest growing economies in the world. Any country not investing in Africa is literally killing itself. The market in Nigeria is very positive and our company has had some very positive responses from what I'm seeing I'll be back next year!"

Al Haramain Perfumes LLC, UAE

"This is our first time in Africa, but we have seen the potential in the market here to help us grow as a company. We are glad we took the recommended from our friends to exhibit here."

Xuchang Hongyang Bio-chemical Industrial Development CO LTD, China



EXHIBITING IN WEST AFRICA

BtoB Events supports you every step of the way.

By exhibiting with us, you can rest assured that you will make the connections that you need to maximise your return on investment.

WE CAN OFFER ADVICE AND SUPPORT FOR:



VISAS



LOGISTICS



ACCOMMODATION



LOCAL
TRANSPORTATION



TELECOMS



STAND BUILD
AND DESIGN



MARKETING



SPONSORSHIP



VENUE INFORMATION



The Landmark Centre is located in the business hub and upmarket area of Victoria Island in Lagos, and positioned right on the Atlantic Ocean coast.

The venue has recently expanded into a fourth hall increasing its capacity to over 5,000sqm of exhibition space. It has also been boosted by the opening of numerous hotels and restaurants within a short walking distance, including a Hard Rock Café and The Sheraton Four Points Hotel.

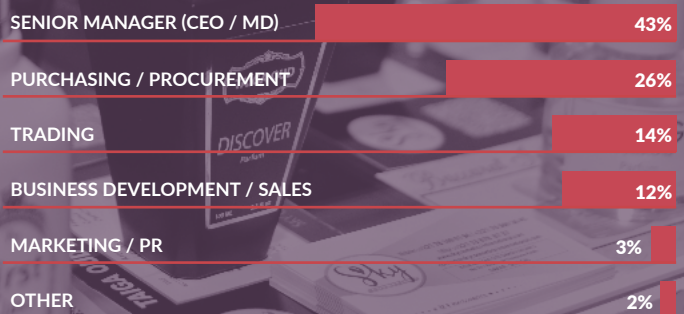
VISITOR BREAKDOWN

2023's edition of Beauty West Africa hosted a record number of attendees, with over 4700 professional visitors. The business areas represented by our visitors were diverse and varied across the entire beauty industry, including the region's top importers, distributors, and retailers.

WHO ATTENDS



VISITOR JOB TITLES



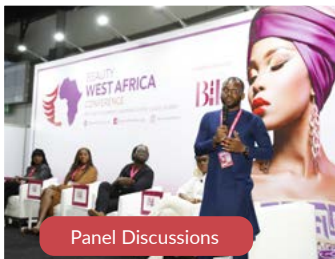
91%
of visitors were
successful in finding new
suppliers for their business



"We came from Cameroon for the first time to Nigeria, we didn't know such an event took place and what we saw was a showcase bigger than what we expected to see! It is a very great event, which will help expand the economy of the region. Aesthetics is important here in Africa and you can see by how many people are here. Nigeria is a hub not just for West Africa, but you can say for Africa because it is a melting pot of counties, people, and languages, so people should look at what is happening here, it's really fantastic."

Patricia Adele Ekokka, Chamber of
Commerce of Cameroon

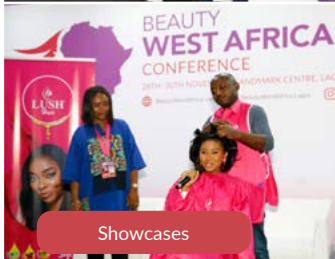
BEAUTY WEST AFRICA CONFERENCE 2023



Panel Discussions



Industry Leading Speakers



Showcases

OFFICIAL CONFERENCE
PARTNER



DON'T JUST TAKE OUR WORD FOR IT!



"If you are looking for a gateway to enter the African market, you should participate here."

Sahapan Group Co. Ltd, Thailand

"We hope we can participate every year in this exhibition. This is our first time here, we came to search for new buyers and already on day 1 we have found new buyers from all over Nigeria. This exhibition has been amazing, the atmosphere and the buyers."

Atika Perfumes, India



SCAN
HERE

TO LEARN
MORE ABOUT
BWA 2024

