

2026 SHOW BROCHURE & 2025 POST SHOW REPORT



90% of 2025 **Exhibitors**
rebooked their stand on
site for 2026

"Beauty West Africa has been an excellent event for us. We met many quality visitors, received strong business intent and truly appreciated the professional event management. It is a great event for brands looking to expand in the African Market."

**Tahmoor Mirgo Whiz Laboratories,
Pakistan**

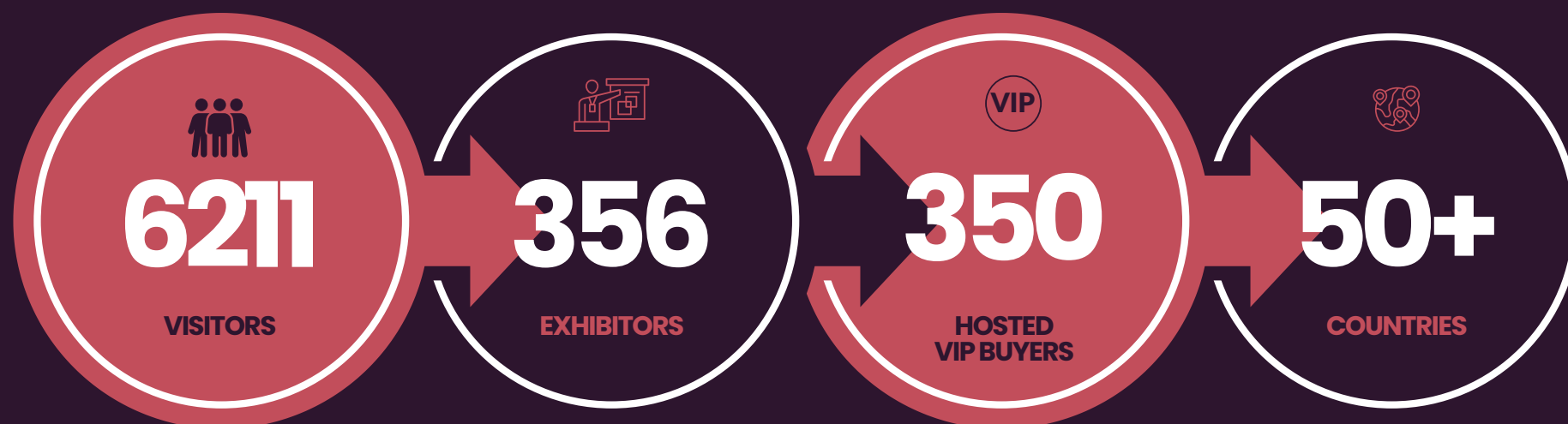


» INTRODUCTION

Beauty West Africa marked a significant return with its largest edition to date. Spanning all four Halls of the Landmark Exhibition Centre, Lagos, Nigeria, accommodating both local and international exhibitors, showcasing an extensive range of products and services across the beauty industry, from fragrances, hair care, wigs and extensions to 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.

» 2025 SHOW SUMMARY



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TO VIEW THE EXHIBITOR LIST



» WHAT TO EXPECT IN 2026?

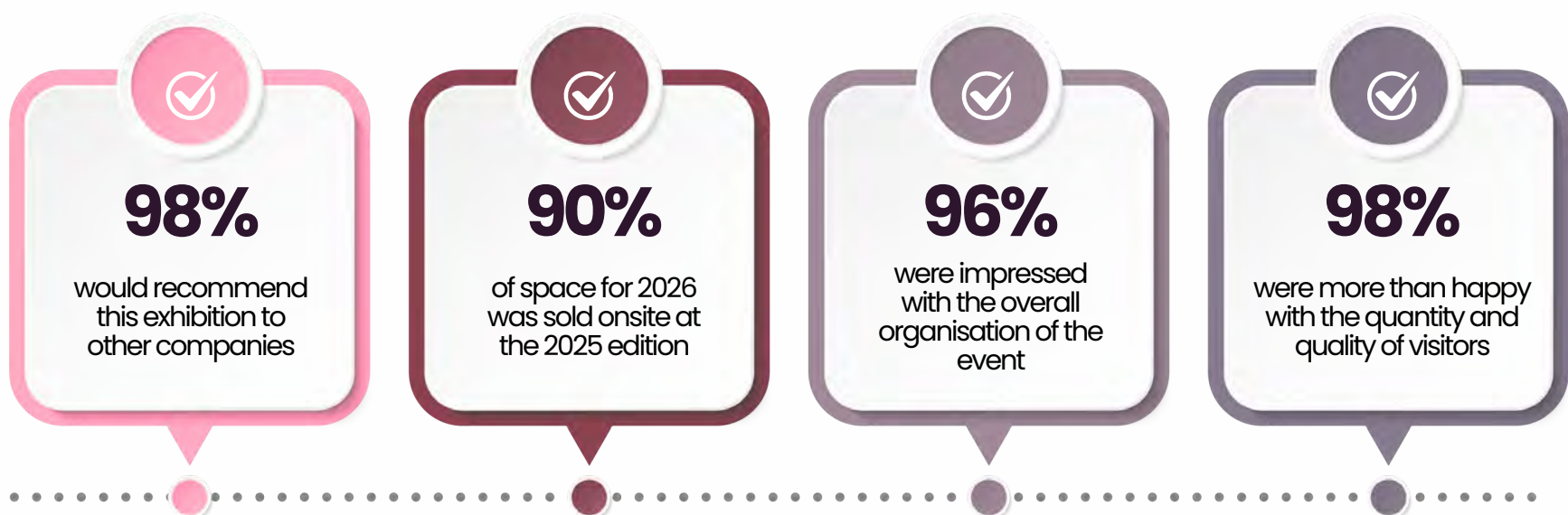


» THANK YOU TO ALL OUR 2025

SPONSORS & PARTNERS



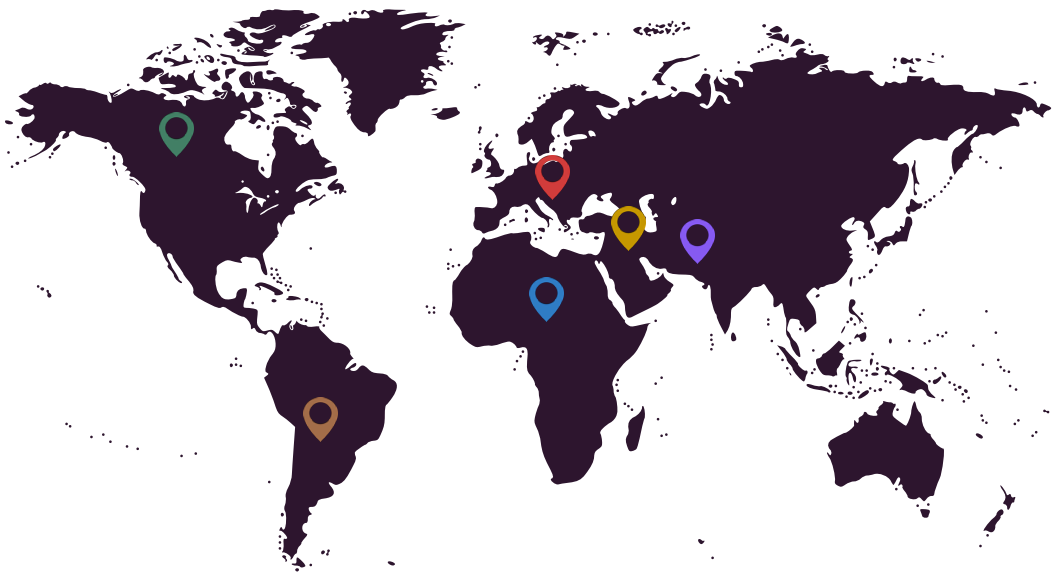
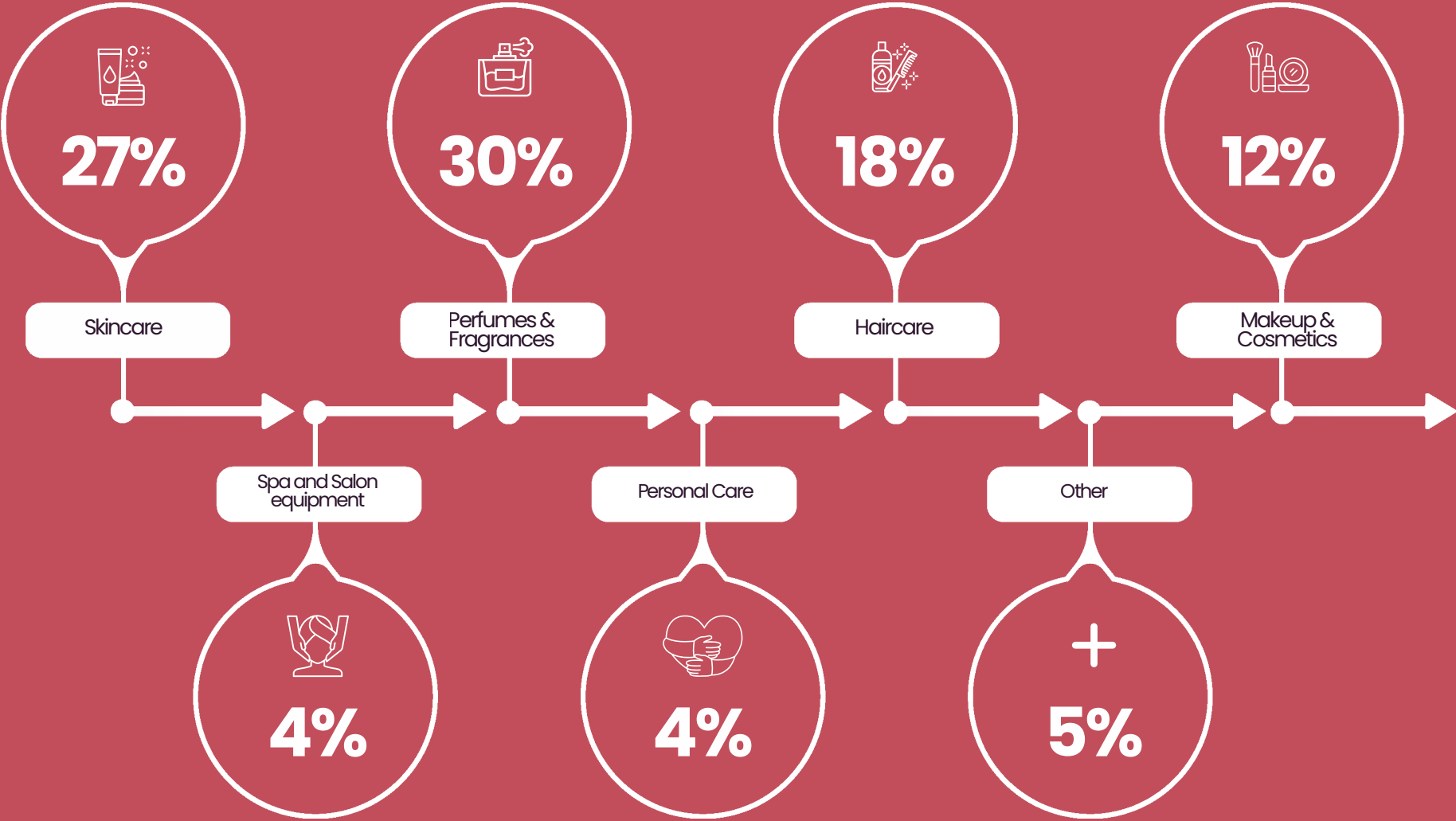
» EXHIBITOR FEEDBACK



"Beauty West Africa is wonderful! Come to Lagos, learn and experience the evolution and revolution of products and brands like we did in 2025."

Samuel Adjei Frimpong,
Multigold Networks, Ghana.
Hosted VIP Buyer

» EXHIBITOR CATEGORIES



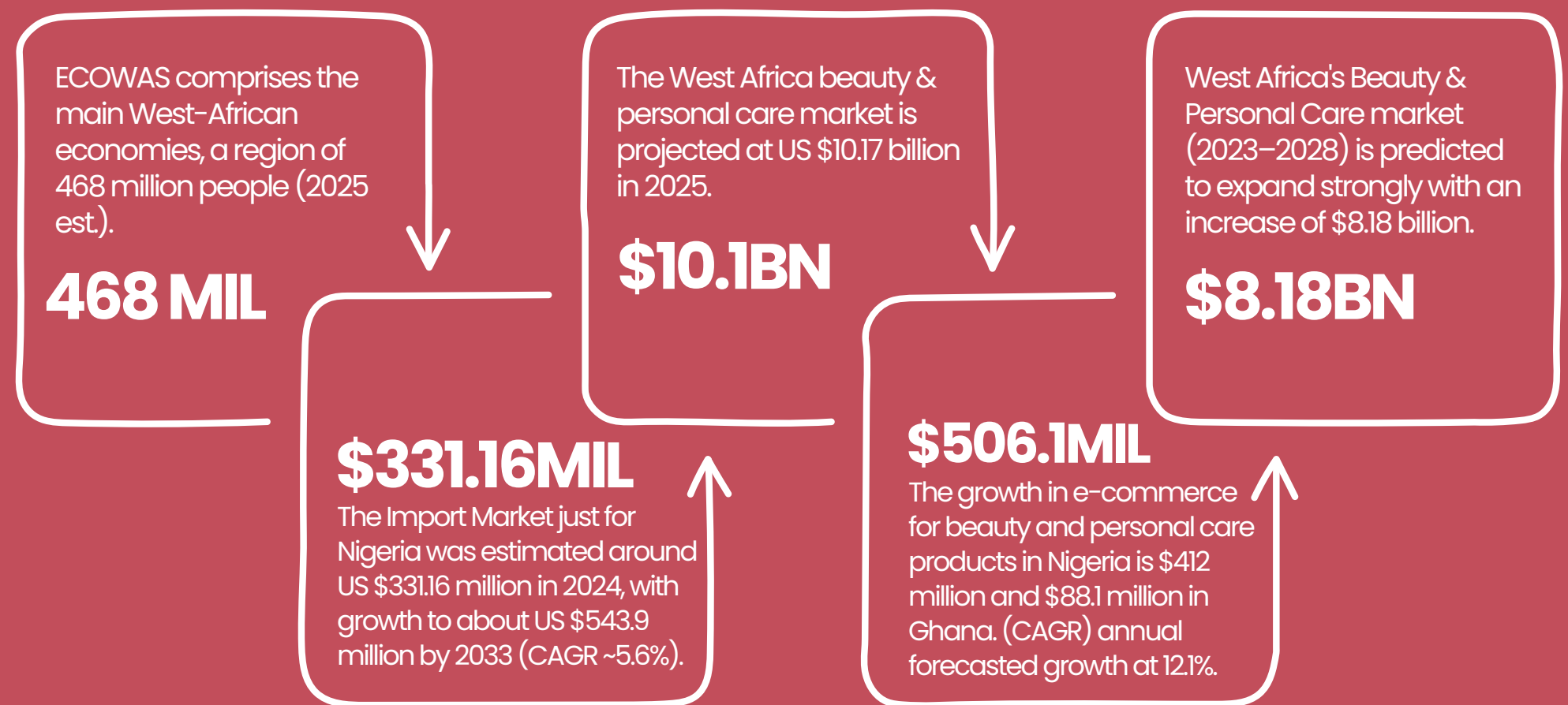
- 8% North America
- 12% Africa
- 25% Europe
- 22% Middle East
- 28% Asia
- 5% South America



"2025's event surpassed all expectations. The organisation and service was excellent, creating a professional, welcoming setting that made networking effortless. We connected with industry leaders, potential clients, and peers while uncovering valuable new business and partnership opportunities. It was a truly rewarding experience, one that anyone focused on growing their business shouldn't miss."

Al Haramain Perfumes LLC, UAE

» The West African Market – ECOWAS



» BBA Complex – Africa's Largest Beauty Market



One of the key drivers behind Beauty West Africa's success is our strong partnerships with the region's top beauty dealers and trade associations. At the forefront is the Balogun Business Association (BBA), operator of the Trade Fair Complex's massive 26-hectare megacomplex in Lagos — home to over 50,000 businesses.

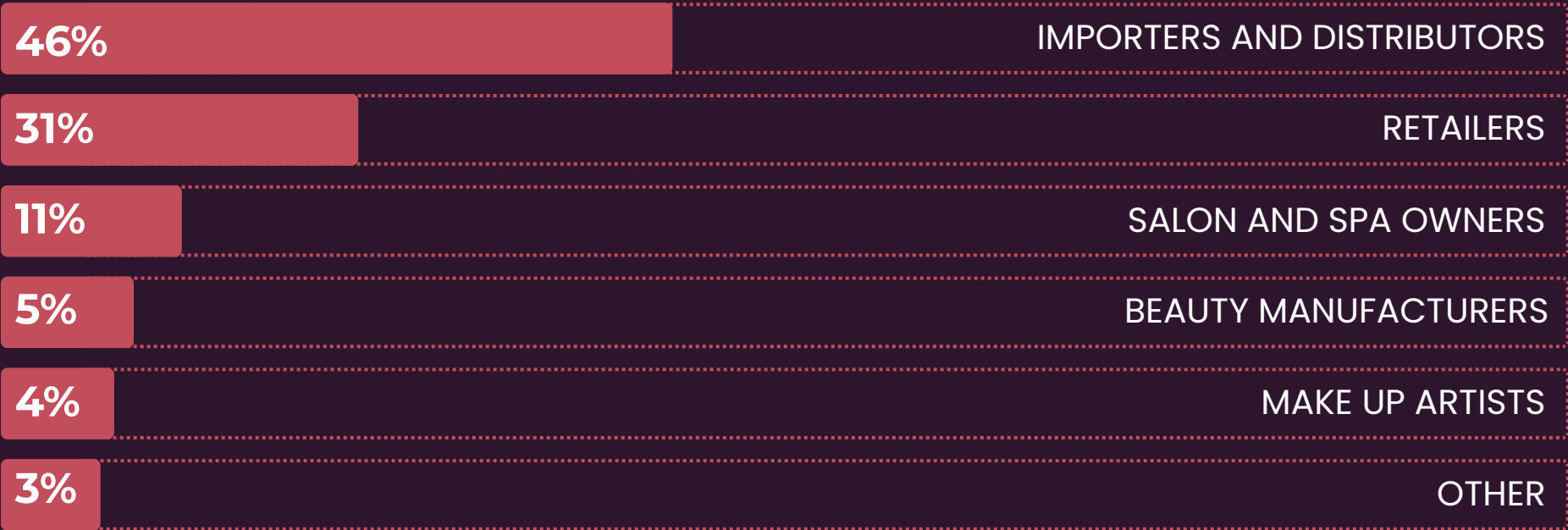
Most of these companies sit within the beauty and cosmetics sector, including Africa's biggest importers, distributors, retailers, and wholesalers.

Through our exclusive access to BBA and its members, we offer exhibitors unmatched promotional opportunities at the very heart of West Africa's beauty industry.

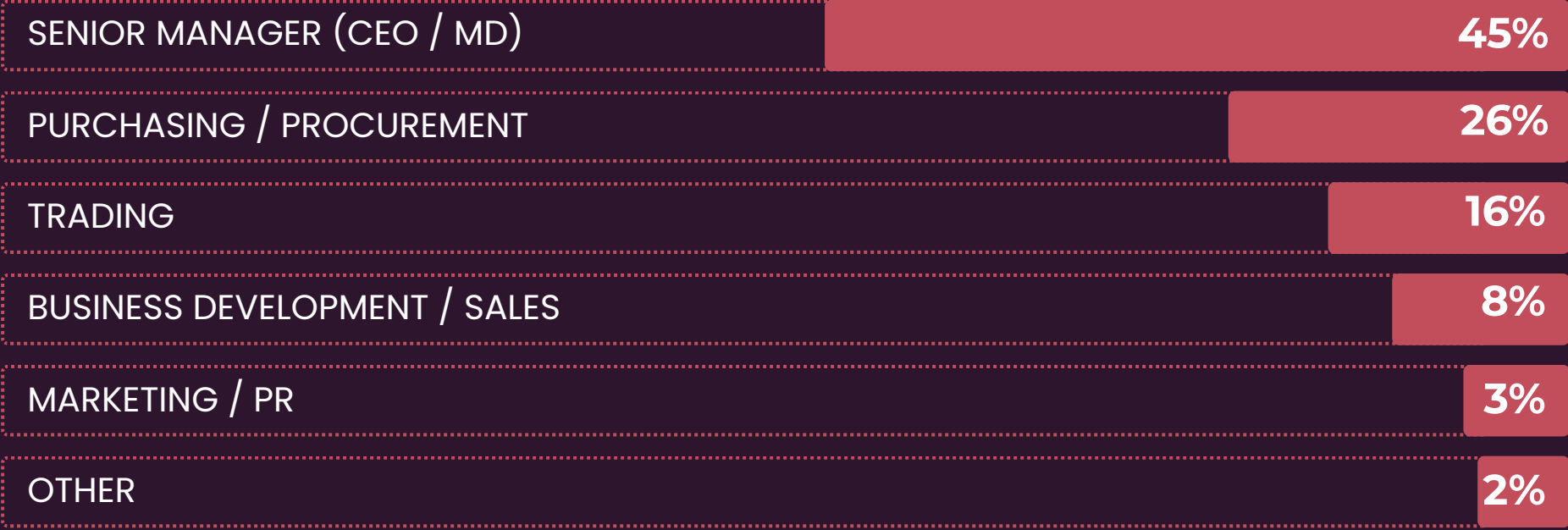
» VISITOR BREAKDOWN

2025's Edition of Beauty West Africa hosted record numbers of attendees, with over 6200+ vetted professional visitors. The business areas represented by our visitors were diverse and varied across the entire beauty industry, including the regions top importers, distributors and retailers.

WHO ATTENDS



VISITOR JOB TITLES



92% of visitors were successful in **finding new suppliers for their business**



“Attending Beauty West Africa is well worth it! The experience was incredible, offering us the opportunity to forge exceptional networks, build valuable relationships, and connect with industry leaders and professionals. We made great contacts that will undoubtedly contribute to the growth and success of our business for years to come!”
IKA Works Kenya LTD

» BEAUTY WEST AFRICA CONFERENCE 2025



Showcases



Official **Conference Partner**



Industry Leaders **Network**



Panel **Discussions**



Ezinne Alfa
Conference Chair

DON'T JUST TAKE OUR WORD FOR IT!



"This is our 3rd time at Beauty West Africa. This year was quite different. There are so many more visitors. Day 1 2025 is even better than 2024. Such positive growth! We are coming back next year."

Alex Okonkwo,
CEO, STORM Nigeria

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TO LEARN MORE ABOUT BWA 2026



» HOSTED BUYERS PROGRAMME

Beauty West Africa 2025 hosted an influential delegation of buyers from across ECOWAS and beyond. Through the tailored Hosted Buyers Programme, leading beauty importers, distributors, and retail chains connected directly with international brands and manufacturers. Exploring strategic sourcing opportunities, bulk supply deals, and discovering high-quality innovative, affordable products for the West African market.

» BUYERS WHO ATTEND BEAUTY WEST AFRICA



GHANA



CAMEROON



SENEGAL



BENIN



SOUTH AFRICA



MALI



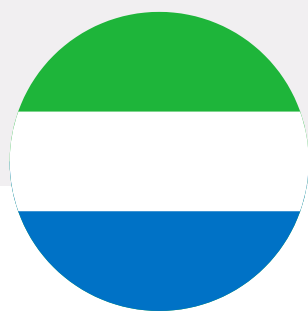
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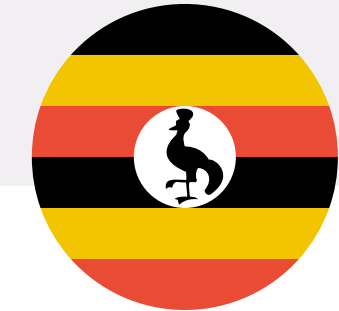
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SIERRA LEONE



RWANDA



UGANDA

AND MORE...



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.



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