BEAUTY
WEST AFRICA

24th - 26th November 2026
Landmark Centre, Lagos, Nigeria

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

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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

6211
VISITORS

356
EXHIBITORS

350
HOSTED VIP BUYERS

50+
COUNTRIES

SCAN HERE

TO VIEW THE EXHIBITOR LIST

WHAT TO EXPECT IN 2026?

7000+
VISITORS

400+
EXHIBITORS

380+
HOSTED VIP BUYERS

THANK YOU TO ALL OUR 2025 SPONSORS & PARTNERS

Gold Exhibition Sponsor

Conference Partner

Conference Sponsor

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EXHIBITOR FEEDBACK

98%
would recommend this exhibition to other companies

90%
of space for 2026 was sold onsite at the 2025 edition

96%
were impressed with the overall organisation of the event

98%
were more than happy with the quantity and quality of visitors



"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

- 30% Perfumes & Fragrances
- 27% Skincare
- 18% Haircare
- 12% Makeup & Cosmetics
- 5% Spa and Salon equipment
- 4% Personal Care
- \+ 4% Other



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

ECOWAS comprises the main West-African economies, a region of 468 million people (2025 est.).

$468 MIL

Nigeria imported approximately US$331.16 million worth of beauty and personal care products in 2024. This is forecast to grow to US$543.9 million by 2033 (CAGR: 5.6%).

$331.2MIL

The West Africa beauty & personal care market is projected at US $16.1 billion in 2028.

$16.1BN

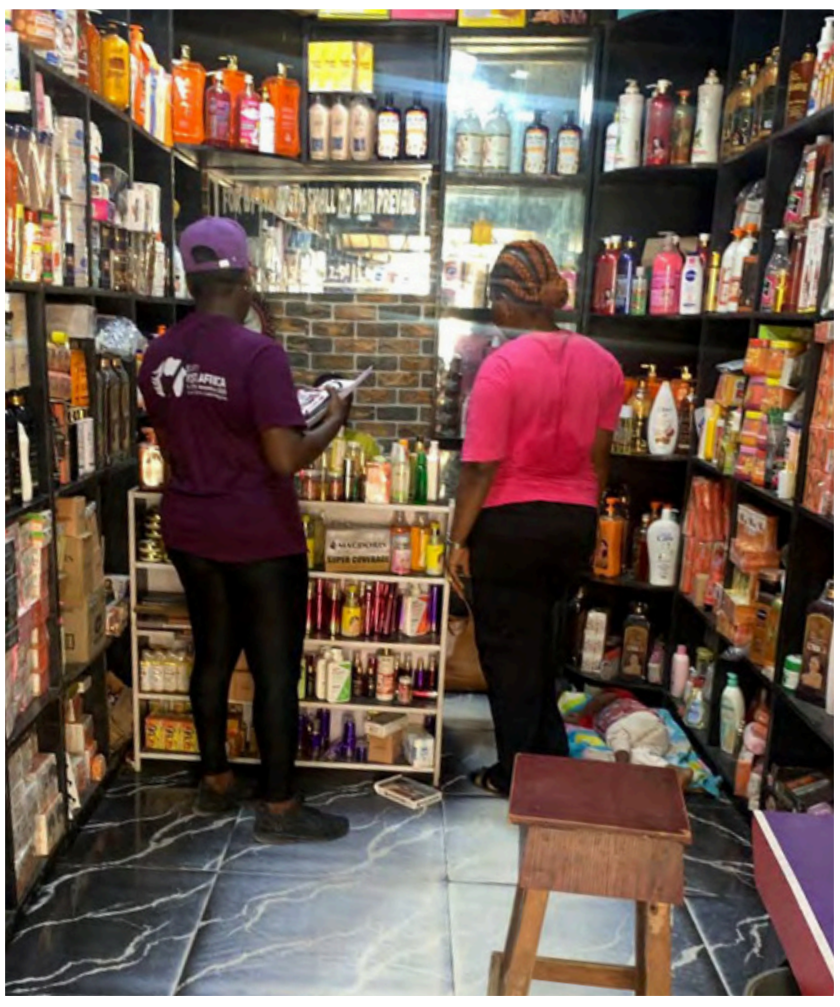
$416.1MIL

Nigeria and Ghana continue to drive e-commerce growth in West Africa's beauty and personal care sector, with Nigeria's online market forecast to reach approximately US$416.1 million by 2029.

Africa's Beauty & Personal Care market (2023–2028) is projected to expand by US$8.18 billion.

$8.18BN

BBA Complex – Africas 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 WestAfricahostedrecord numbers of attendees, with over 6200+ vetted professionalvisitors.The business areasrepresented by our visitors were diverse and varied across the entire beauty industry, including the regions top importers, distributors and retailers.

WHO ATTENDS

46%	IMPORTERS AND DISTRIBUTORS
31%	RETAILERS
11%	SALON AND SPA OWNERS
5%	BEAUTY MANUFACTURERS
4%	MAKE UP ARTISTS
3%	OTHER

VISITOR JOB TITLES

SENIOR MANAGER (CEO / MD)	45%
PURCHASING / PROCUREMENT	26%
TRADING	16%
BUSINESS DEVELOPMENT / SALES	8%
MARKETING / PR	3%
OTHER	2%

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

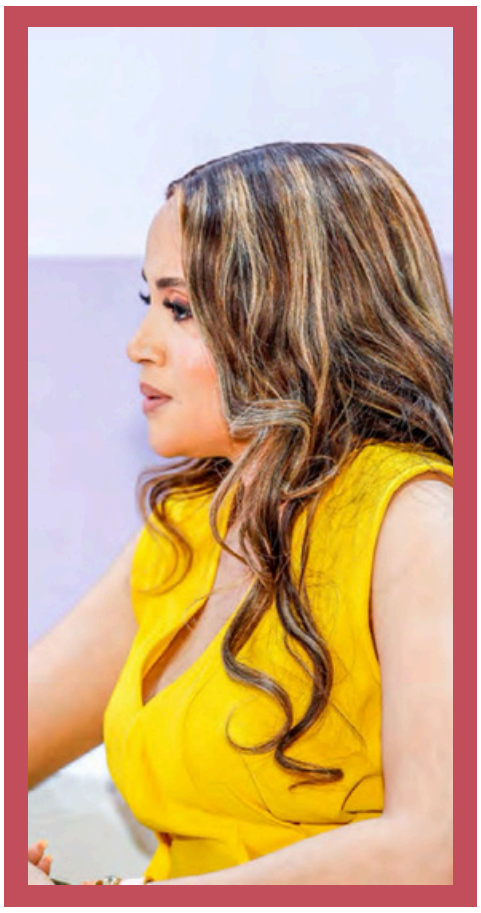
BEAUTY WEST AFRICA CONFERENCE 2025



Showcases



Official **Conference Partner**



Ezinne Alfa
Conference Chair



Industry Leaders **Network**



Panel **Discussions**

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

SCAN HERE

TO LEARN MORE ABOUT BWA 2026

HOSTED BUYERS PROGRAMME

Beauty WestAfrica 2025hostedan influential delegation ofbuyers 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



TOGO **BURKINA FASO** **COTE D'IVOIRE** **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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