

The Specialised International Exhibition for Beauty, Cosmetology, Perfumery and Cosmetics Industry

Beauty Uzbekistan 2026 Post Show Report



28 - 30 April, 2026

CAEx Uzbekistan
Tashkent

www.beautypro.uz

Организаторы:  

About Exhibition

Beauty Uzbekistan 2026 took place from 28 to 30 April 2026 alongside TIHE 2026, the region's flagship healthcare and medical exhibition, under the slogan 'The Synergy of Beauty and Health'. By bringing the two events together, the organisers created a unique B2B platform connecting professionals from the beauty and healthcare industries.

The event comprises two main sections:



Beauty Uzbekistan - beauty industry, perfumes and cosmetics



BeautyDerma Central Asia - aesthetic medicine, cosmetology and anti-ageing care

Beauty Uzbekistan is a professional business platform, a key launch hub for premieres and a space for professional dialogue between manufacturers, distributors and business owners



**General
Sponsor**



Beauty Uzbekistan 2026 - facts and figures

Total exposition area*,
gross/sq. m

12 000

(*combined exposition)

Participating companies and
brands:

122+

Share of foreign
companies

92%

3 National Pavilions – *Republic of Korea, Poland, Latvia*



20 Exhibiting countries

Azerbaijan, Germany, Georgia, India, Spain, Italy, Kazakhstan, China, South Korea, Kyrgyzstan, Latvia, UAE, Pakistan, Poland, Russia, Saudi Arabia, France, Switzerland, Sweden, Uzbekistan

Visitor audience:

13 797

Unique visitors:

8 410

from **36** Countries



Focus Session:
«**Aesthetic and Anti-Ageing Medicine**»

Compared with 2025, Beauty Uzbekistan 2026

exposition grew by **55%**

confirming strong interest from international and local companies, and strengthening **the exhibition's status as the leading B2B platform for Uzbekistan's beauty industry.**



Participant Evaluation



Beauty UZBEKISTAN **Beauty** CENTRAL ASIA **DERM**

**Strong Performance
Results for Exhibitors**

Feedback from participants

Why the leading global brands choose Beauty Uzbekistan: real participant views and success stories



Beauty Uzbekistan was an excellent opportunity for us to present our company, explore the market and establish new business contacts. The business seminars and networking opportunities within the Business Programme were particularly valuable, and therefore, we plan to return next year with a larger team.



LUZI, Ivan Baran, Regional Sales Director for Eastern Europe and Central Asia (Switzerland)



Beauty Uzbekistan was an excellent opportunity for us to showcase Polish companies, explore the Uzbek market and establish new business contacts. The strong interest shown by visitors in European brands confirmed the significant potential of this market, so we are very pleased with the results of our participation and prospects for further cooperation.



Polish Investment and Trade Agency, Jacek Michalski, Key Expert, Export Support Department (Poland)

Feedback from participants

Why the leading global brands choose Beauty Uzbekistan: real participant views and success stories



We see Uzbekistan as one of the most promising markets driven by strong demand for oriental fragrances and significant growth potential. Our participation in Beauty Uzbekistan exceeded our expectations: on the very first day, we met with the leading market players and laid the foundations for new partnerships.



Almas Perfumes, Syed Anzar Ahmad, Global Sales Director (UAE)



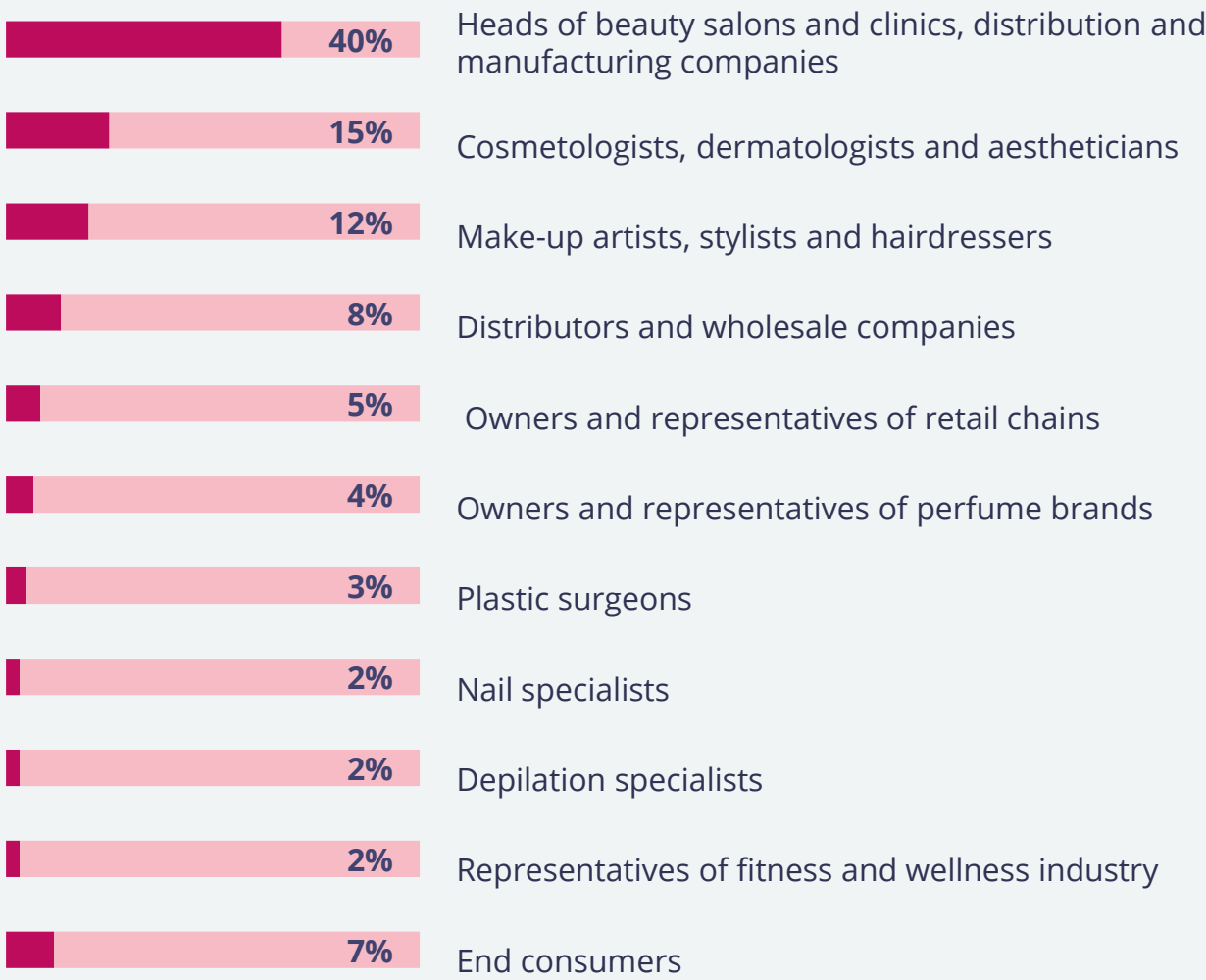
Beauty Uzbekistan has confirmed strong interest in the country's market from the international professional community. It is an effective B2B platform for sharing expertise, discovering new technologies and building business partnerships.



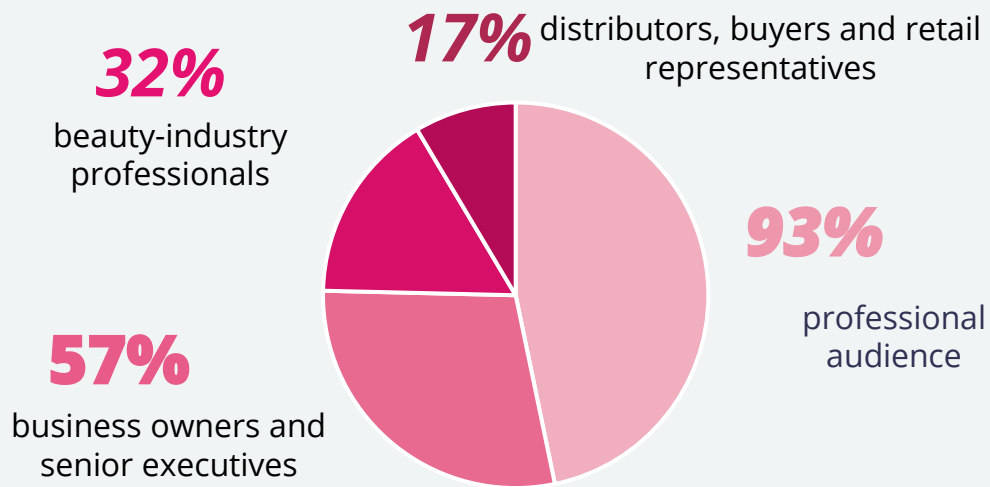
Association of Dermato-Oncopathologists, Dermatologists and Cosmetologists of Uzbekistan, Kudrat Ibragimov, Director (Uzbekistan)

Visitor statistics

Visitor profile



Target audience profile:



7 out of 10 visitors
influence procurement decision-making

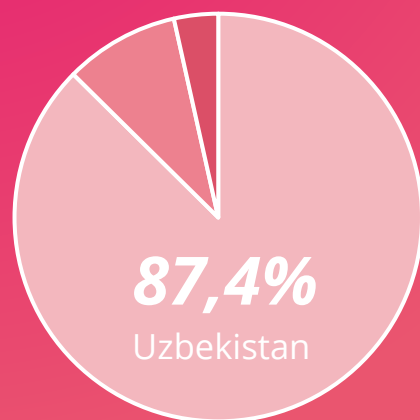


Visitor statistics

13 797

Visitors
(*combined exposition)

9,1% CIS countries
3,5% Other countries

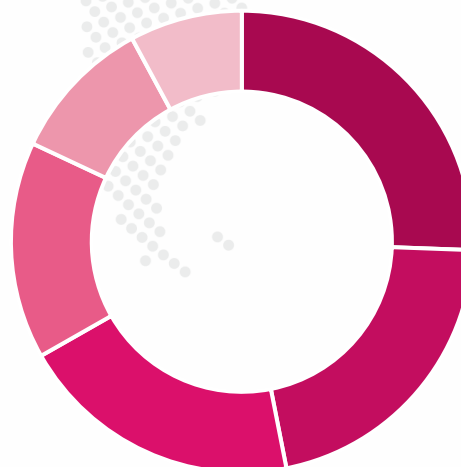


Visitor geography

36 countries

Afghanistan, Austria, Azerbaijan, Republic of Belarus, Bulgaria, China, the Czech Republic, Estonia, France, Georgia, Germany, India, Italy, Japan, Kazakhstan, Republic of Korea, Kyrgyz Republic, Latvia, Lithuania, the Netherlands, Pakistan, Poland, Romania, Russia, Spain, Tajikistan, Tunisia, Turkmenistan, Türkiye, the UAE, Ukraine, the United Kingdom, the USA, Uzbekistan, and Vietnam.

Purpose of visiting the exhibitions



- 31,8%** Exploring new products, technologies and market trends
- 26,5%** Finding new suppliers, distributors and manufacturers
- 24,7%** Closing deals, purchasing products or choosing partners for cooperation
- 18,9%** Attending seminars, conferences, masterclasses and training events
- 12,6%** Expanding business contacts and holding negotiations with the professional community
- 9,8%** Maintaining existing partnerships and meeting current suppliers



B2B & Matchmaking

Beauty Uzbekistan 2026 proved to be an effective business platform bringing together international companies and representatives of the Uzbek market to develop partnerships, hold business negotiations and create new opportunities for cooperation.

Visit of the Cosmetic Valley Delegation (France)

On 28 April, Beauty Uzbekistan 2026 welcomed a delegation from the French Cosmetic Valley Association, which brings together the major companies from France's cosmetics industry. The delegation included representatives of 10 French companies.

An extensive programme of business meetings brought the delegation together with exhibition participants, manufacturers, distributors and leading companies from Uzbekistan's cosmetics and pharmaceutical industries.

The visit of Cosmetic Valley was a major highlight of the exhibition's Business Programme, confirming the Beauty Uzbekistan's growing international profile as an effective platform for developing international cooperation, promoting investment and helping companies enter the promising Central Asian markets



Matchmaking

29 April marked a dedicated Matchmaking Programme, giving participants the opportunity to take part in a series of pre-arranged B2B meetings with potential partners.

The meetings brought together distributors, importers, representatives of retail and pharmacy chains, specialist retailers, beauty salons, cosmetology centres and other professional buyers. The pre-arranged business meeting format enabled participants to make every meeting count - from establishing direct contacts with key market players and discussing cooperation and potential supply opportunities to identifying new areas for collaboration.

Memorandum Signing Ceremony

On 30 April, Beauty Uzbekistan 2026 hosted an official ceremony for the signing of a Memorandum of Cooperation between the exhibition organisers and the IBITA Korean Industry Association. IBITA is one of the Republic of Korea's leading industry associations, supporting promotion of Korean beauty manufacturers at international exhibitions and in global markets.

The signing of the Memorandum recognised Beauty Uzbekistan's high international standing and opened up new opportunities to attract leading Korean companies and national pavilions to the exhibition in the coming years.



Beauty
UZBEKISTAN

Beauty
CENTRAL ASIA / DERMA

**Meet us at Uzbekistan's leading B2B
platform for the beauty industry**

Book your stand and showcase your brand

SKIN CARE

PERFUME & COSMETICS

HAIR & NAIL

WELLNESS & SPA

CARE & CLEAN

PRIVATE LABEL



The 3rd Specialised International
Exhibition for **Beauty,
Cosmetology, Perfumery and
Cosmetics Industry**

20 – 22 April, 2027

Tashkent, Uzbekistan



Mark the dates and add
Beauty Uzbekistan 2027 to
your calendar of key industry
events.



**For all inquiries regarding your participation,
please contact the organisers:**

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Организаторы:

