



BEAUTY WEST AFRICA

28th–30th November 2023
Landmark Centre, Lagos, Nigeria

2023 SHOW BROCHURE & 2022 POST SHOW REPORT



"We wanted to begin exporting to West Africa and the decision to participate at BWA was a no brainer. I have networked and met with a large number of distributors, one of which has already placed a large order. I am very happy."

Brenda Huet
Skin Royal Cosmetics
France

**Over 85%
of exhibitors
rebooked their
stand for 2023
onsite!**

INTRODUCTION

Beauty West Africa was back for the 4th edition this year. It was great to see the international beauty industry come together under one roof to offer all their fantastic products and services for the biggest edition of Beauty West Africa yet!

For the first time the exhibition moved into a third hall allowing even more space for more exhibitors, a larger conference, the new Nectar Beauty nail art competition and a much larger SME Zone.

2022 SHOW SUMMARY



4076
VISITORS



202
EXHIBITORS



260+
VIP'S



25+
PARTICIPANTS



60+
SPEAKERS

BRANDS ATTENDED



AND 100'S MORE!

NEW FOR 2023!

- ✓ Thousands of new beauty products
- ✓ New International Pavilions
- ✓ More International VIP delegates

THANK YOU TO ALL OUR SPONSORS

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Nail Art Partner:



Supported By:



Conference Partner:



Conference Sponsor:



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EXHIBITOR BREAKDOWN

Beauty West Africa 2022 saw a total of 202 exhibitors participate from no less than 35 countries re-establishing itself as the leading professional beauty trade exhibition across the African continent.

Beauty West Africa showcase a whole range of products and services covering the full beauty spectrum under one roof! This really is a once a year opportunity not to be missed!

EXHIBITOR FEEDBACK



95%
would recommend this exhibition to other companies



85%
of space for 2023 was sold onsite at the 2022 edition



96%
were happy that they participated



95%
were more than happy with the quantity and quality of visitors

"We thoroughly enjoyed exhibiting at BWA 2022, incredible insights into consumer consumption, buying behavior and in-market knowledge, which would have only been achieved by participating. We networked with distributors from all around Africa."

Pepper Tree Bath and Body
Kyle Ackermann,
South Africa

"We exhibited at BWA and found an exclusive distributor in Africa allowing us to introduce our brand into the market. We also met a lot of business partners that we hope to work with in the future."

Febrina Utarui,
Ou International, South Korea



"We wanted to do an exhibition in Nigeria as it has a very high population we aimed to explore the market to expand our business. In one word I would describe BWA as 'complete', as the show has many distributors, retailers, traders, buyers and wholesalers under one roof."

Feroze Khan
Ahmed Al Maghribi Perfumes, UAE

EXHIBITOR CATEGORIES



23%
Makeup &
Cosmetics



22%
Skincare



21%
Perfumes &
Fragrances



13%
Haircare



11%
Spa and Salon
equipment

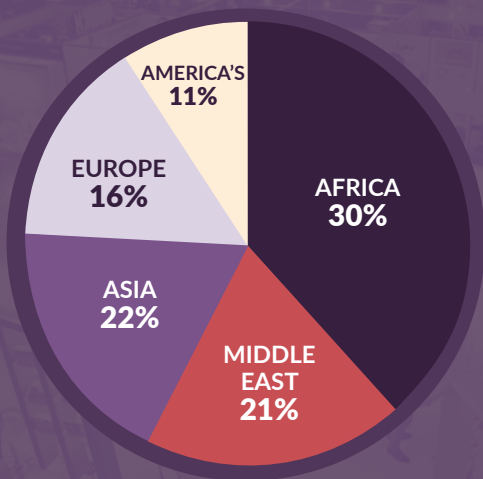


8%
Personal Care



2%
Other

EXHIBITOR REGIONS:



"We exhibited at BWA to find a distributor so we can start working in the Nigerian market. We have had many meetings with distributors from the whole of West Africa who have all been interested in distributing our brand. Exhibiting at BWA was a great decision as we have built new relationships and know that we will be selling our products in West Africa very soon."

Adam Kaczynski,
Bielenda Kosmetyki Naturalne, Poland



THE NIGERIAN MARKET

WHY NIGERIA?

218mil

Nigeria currently has a population of 218 million people, and is predicted to be the 3rd most populated country in the world by 2050.

The Nigerian Beauty and Personal Care market was valued at \$6.41bn for 2022.

\$6.41bn

17.7%

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

Nigeria is expected to import over \$1.1bn on Cosmetic, Perfumes, Essential Oils and Toileteries products in 2023.

\$1.1bn

80%

Traditional markets still account for over 80% of West Africa's cosmetic imports. The Beauty West Africa exhibition partners with markets such as Oki Arin, BBA/Trade Fair, Onitsha Main Market, Eziuku Rd Abu and many more markets.

"We are exhibiting at Beauty West Africa because Lagos is a gateway to Africa. We wanted to meet many distributors and BWA platform has allowed us to do so."

Zeshan Sheikh, Stillmans
Pakistan



"As a brand that is about to launch in Nigeria, we attended to meet the right partners, distributors and retailers. If you want exposure for your business and want to meet the right partners make sure you are here in 2023."

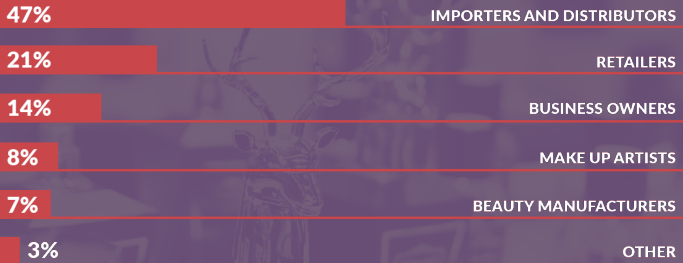
Jade Oyateru, Uncover Skincare,
Kenya

VISITOR BREAKDOWN

2022's edition of Beauty West Africa hosted a record number of attendees, with over 4000 professional visitors in attendance.

The areas represented amongst our visitors is varied across the entire beauty industry, including the region's top importers, distributors and retailers.

WHO ATTENDS



VISITOR JOB TITLES



87%
of visitors were
successful in finding new
suppliers for their
business



"I realised I made the right decision by exhibiting at BWA 2022 as I have met a lot of suppliers. Not only have I met importers but retailers who will stock my products. It has been fantastic."

Intrinsi Curly Me
Simone Solarsh
South Africa

BEAUTY WEST AFRICA CONFERENCE 2022



Panel Discussions



Industry Leading Speakers



Showcases

OFFICIAL CONFERENCE
PARTNER



DON'T JUST TAKE OUR WORD FOR IT!

"Beauty West Africa 2022 has been awesome! We have met hundreds of exhibitors from around the world, it has been an lucrative experience. Me and my members from Ghana have been partnering with numerous exhibitors. We shall definitely be attending next year with even more members."

Micheal Nkrumah
President of the Cosmetic Dealers Association
of Ghana



"There was a good atmosphere, and it was great to see new businesses exhibiting from all different countries. I have gained privileges and opportunity to meet with brand owners to be their exclusive sole distributor in Nigeria. We attend every year and will hopefully be back next year with our own stand."

Angela Chiz Agu
Angel Clear Beauty
Nigeria



SCAN
HERE

TO WATCH
THE SHOW
HIGHLIGHTS

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 third 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.



"We have gained exposure and a sales offer allowing our products to go around the world. If I could describe BWA in one word, it would be success! I want to encourage business owners to exhibit for the next edition as I believe it will also be a success for them."

Steve Iheme, Flawless Cosmetics, Nigeria



**SCAN
HERE**

**TO LEARN
MORE ABOUT
BWA 2023**