



BEAUTY WEST AFRICA

25th–27th November 2025
The Landmark Centre, Lagos, Nigeria

2025 SHOW BROCHURE & 2024 POST SHOW REPORT



"Beauty West Africa serves as the premier gateway to the dynamic and rapidly growing market of West Africa, connecting industry leaders, innovators, and entrepreneurs to unparalleled opportunities in the region's beauty, cosmetics, and wellness sectors." Pyramids Cosmetics

85%
of exhibitors
rebooked
their stand for
2025 onsite!

INTRODUCTION

Beauty West Africa 2024 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, perfumes, and much more.

A record number of buyers, importers, and wholesalers from the West African 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 African beauty industry.

2024 SHOW SUMMARY



5043
VISITORS



263
EXHIBITORS



278
HOSTED VIP
BUYERS



60
SPEAKERS



**SCAN
HERE**

**TO VIEW THE
EXHIBITOR
LIST**

WHAT TO EXPECT IN 2025?



5500+
VISITORS



300+
EXHIBITORS



400+
HOSTED VIP
BUYERS



70+
SPEAKERS

THANK YOU TO ALL OUR SPONSORS & PARTNERS

Registration Partner:



Conference Partner:



Supporting Partners:



EXHIBITOR FEEDBACK



98%
would
recommend this
exhibition to
other companies



85%
of space for 2025
was sold onsite at
the 2024 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 2024 witnessed the participation of 263 exhibitors from a remarkable 30 countries, solidifying its position as the leading professional beauty trade exhibition across the African continent.

The event served 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. As always, Beauty West Africa 2024 was an annual event not to be missed!

"The Beauty West Africa team did an outstanding job of keeping us informed about every detail leading up to and during the show. Their communication was timely, clear, and incredibly thorough, ensuring that we were fully prepared for the event. From logistical arrangements and schedules to updates on exhibitor guidelines and event highlights, every piece of information was shared with precision and professionalism. This level of attention to detail made the entire process smooth and stress-free, allowing us to focus entirely on maximising our participation. Their dedication to providing such comprehensive support truly sets them apart and made the experience exceptional."

M3 Cosmetics



"The event was truly outstanding, with a fantastic turnout that exceeded expectations. The level of service and organisation was excellent, creating a professional and welcoming environment for all participants. It provided countless opportunities for networking, enabling us to connect with industry leaders, potential clients, and like-minded professionals. The event also facilitated significant business opportunities, offering a platform to reach out to new markets, explore partnerships, and strengthen existing relationships. Overall, it was an incredibly rewarding experience that combined exceptional planning with meaningful engagement, making it a must-attend for anyone serious about growing their business."

Al Haramain Perfumes LLC, UAE



EXHIBITOR CATEGORIES



28%
Skincare



22%
Perfumes &
Fragrances



18%
Haircare



12%
Makeup &
Cosmetics



10%
Spa and Salon
equipment



4%
Personal Care



6%
Other

EXHIBITOR REGIONS:



AMERICA
10%

AFRICA
12%

EUROPE
26%

MIDDLE EAST
22%

ASIA
30%



"Beauty West Africa was absolutely perfect and nothing short of excellent. It showcased an impressive array of exhibitors, cutting-edge products, and innovative solutions, creating a dynamic platform for professionals from across the beauty industry to come together. The attention to detail, the quality of the participants, and the opportunities for meaningful connections were truly remarkable. This show is a must-attend event for anyone looking to make an impact in the beauty sector, whether locally or globally. An unforgettable experience that raises the bar for industry events!"

Ronak Group

VISITOR BREAKDOWN

2024's edition of Beauty West Africa hosted a record number of attendees, with over 5000 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



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

THE NIGERIAN MARKET

Nigeria currently has an estimated population of 234 million and is predicted to be the 5th most populated country in the world by 2050 with nearly 360 million people.

234mil

\$10bn

In Nigeria, beauty and cosmetics market revenues were estimated at \$10 billion in 2024 and are projected to reach \$16 billion by 2028. Nigeria is currently the 18th largest beauty market in the world but will be the 10th largest by 2028.

Nigeria's beauty and personal care market is forecast to see an annual growth rate of 12.71%(CAGR 2024-2029).

12.71%

\$416mil

The growth in e-commerce for beauty and personal care products in Nigeria is expected to reach a market volume of \$416.1 million by 2029, an annual growth rate of 9.44% (CAGR 2024-2029).

Nigeria imported more than \$287 million worth of cosmetics, toiletries, perfumes and essential oils in 2023.

\$287mil



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Zenith Bank

"Beauty West Africa is incredibly well-organised. It provides a seamless and professional platform that highlights the immense potential within the beauty industry. This event not only helps businesses tap into the vast potential of the West African market but also fosters meaningful connections with international stakeholders and access to high-quality products from around the globe. It's an invaluable experience that bridges local expertise with global excellence, driving growth and collaboration within the industry."

NAHBPON



EXHIBITING IN WEST AFRICA

BtoB Events supports you every step of the way.

By exhibiting with us, you can rest assured that we will help to make your experience as seamless as possible for you to 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.

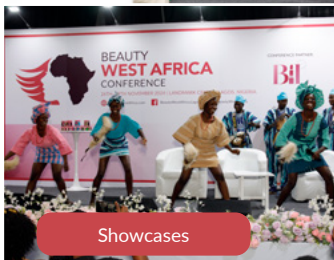
BEAUTY WEST AFRICA CONFERENCE 2024



Panel Discussions



Industry Leading Speakers



Showcases

OFFICIAL CONFERENCE PARTNER



DON'T JUST TAKE OUR WORD FOR IT!



"The diverse range of attendees, including potential clients, industry professionals, and end-users, creates an excellent platform for business growth and brand visibility. Increasing consumer engagement not only strengthens the overall impact of the exhibition but also helps businesses like ours connect directly with our target audience and understand their needs better. Great work so far—keep it up!"

Ultra Standard

"Everything about the event was excellent, and I couldn't be more satisfied with the overall experience. From the high level of organisation to the professionalism and efficiency of the team, everything exceeded expectations. The event provided great opportunities for networking, business growth, and showcasing products to a wide and relevant audience. I truly appreciate the effort put into making this exhibition a success and encourage the team to keep up the fantastic work. Looking forward to even bigger and better editions in the future!"

Malaysian Palm Oil Council



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**TO LEARN
MORE ABOUT
BWA 2025**