



BEAUTY ERBIL EXPO



2ND BEAUTY ERBIL EXPO

2nd International Cosmetics, Beauty, Wellness and Hygiene Products Fair

ERBIL - IRAQ | DEDEMAN HOTEL ERBIL

05-07 DECEMBER 2026 | 05-07.12.2026

Why Beauty Erbil Expo?

A Gateway to the 3.2 Billion USD Iraqi Market

- This year, the event will take place at the prestigious 5-Star Dedeman Hotel as a focused and niche fair, designed to connect with the most qualified buyers in Erbil, Iraq. The event is organized by a team leader who has extensive experience in the region, having successfully led the Cosmetics Fair in Erbil in both 2014 and 2023. The expo's promotional efforts include personalized invitations sent directly to local wholesalers, ensuring high-quality attendance. The event will in December 2026.
- Erbil Beauty Expo is the only event in the region that recognizes and caters to the growing demand not only in cosmetics and hygiene but also in the wellness segment, making sure these products are integral to the exhibition.
- Iraq remains one of the most promising and attractive markets in 2024, with rising economic dynamics and new business opportunities emerging across various sectors.
- Erbil has established itself as the strongest economic and distribution hub in the region, benefiting from its security and the rapid development of the Iraqi market. This makes Erbil an ideal location for trade and investment opportunities.



DEDEMAN HOTEL ERBIL

Exapmple



12 sqm booth area include:

1 Table, 3 Chairs, 3 Shelves, Carpet, Company Fascia Name, Electric, Trash basket, 3 Spotlights, Info Desk.

Iraqi Market on the Rise Again!

Iraq Emerges as the Leading Importer of Cosmetic Products in the Region

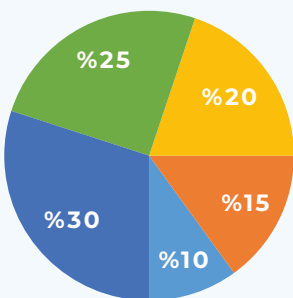
Iraq has become the largest importer of cosmetic products in the Middle East, driven by a rapidly expanding consumer base and increasing demand for personal care products. As the country continues to stabilize and its economy grows, the beauty and personal care sector has seen significant growth, making Iraq a top market for global cosmetic brands.

With a young and fast-growing population, the Iraqi market offers immense opportunities for cosmetic manufacturers. Consumers in Iraq are becoming more brand-conscious and are seeking higher-quality, international beauty products. This shift in consumer behavior has resulted in increased imports of a wide range of cosmetics, from skincare and makeup to wellness products.

Exhibitor Profile

- Cosmetics, Color Cosmetics, Skin Care Products, Hair Care Products, Personal Care Products, Essences, Perfumes, and Aerosols.
- Beauty and Hairdressing Salon Equipment, Soaps, Hygiene Products, Household Cleaning Products, Detergents, and Industrial Cleaning Products.
- Beauty Salon Furniture and Technologies, Laboratory Test and Measurement Production Equipment, Raw Materials and Packaging.
- Wellness and Healthy Living Products, Food and Health Product Supplements, Vitamins, and Medical Devices.

THE COSMETICS MARKET IN IRAQ

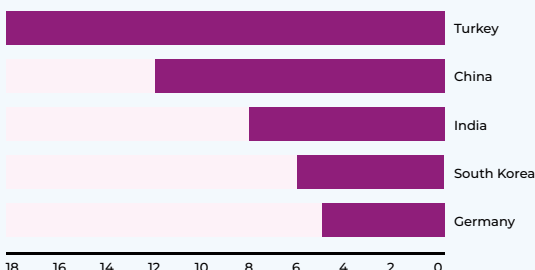


Market Share Distribution in the Iraqi Cosmetics Industry:

Skin Care: 30%
Hair Care: 25%
Makeup: 20%
Perfume: 15%
Hygiene Products: 10%

Countries Iraq Trades With

Türkiye – China – India – South Korea – Germany



Here's the translation of your text into English:

Turkey: 18 billion USD
China: 12 billion USD
India: 8 billion USD
South Korea: 6 billion USD
Germany: 5 billion USD

