



Beauty Cosmetics & Wellness

East Africa Kenya

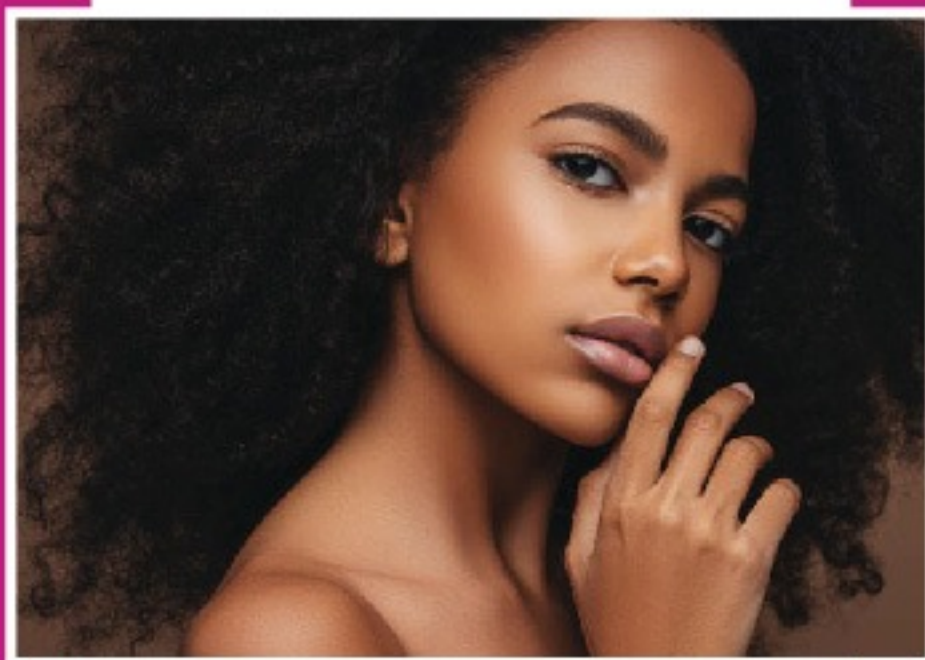
4 | 5 | 6
Aug 2026

Kenyatta International
Convention Centre,
Nairobi, Kenya



Beauty, Cosmetics, Skincare, Salon & Wellness

International Exhibition on **Beauty, Cosmetics,
Skincare, Salon & Wellness** sector in
East Africa Kenya



PERSONAL & SKIN CARE

HAIR CARE

COSMETIC PRODUCTS

FRAGRANCES & PERFUMES

PRIVATE LABEL &
CONTRACT MANUFACTURING

RAW MATERIALS

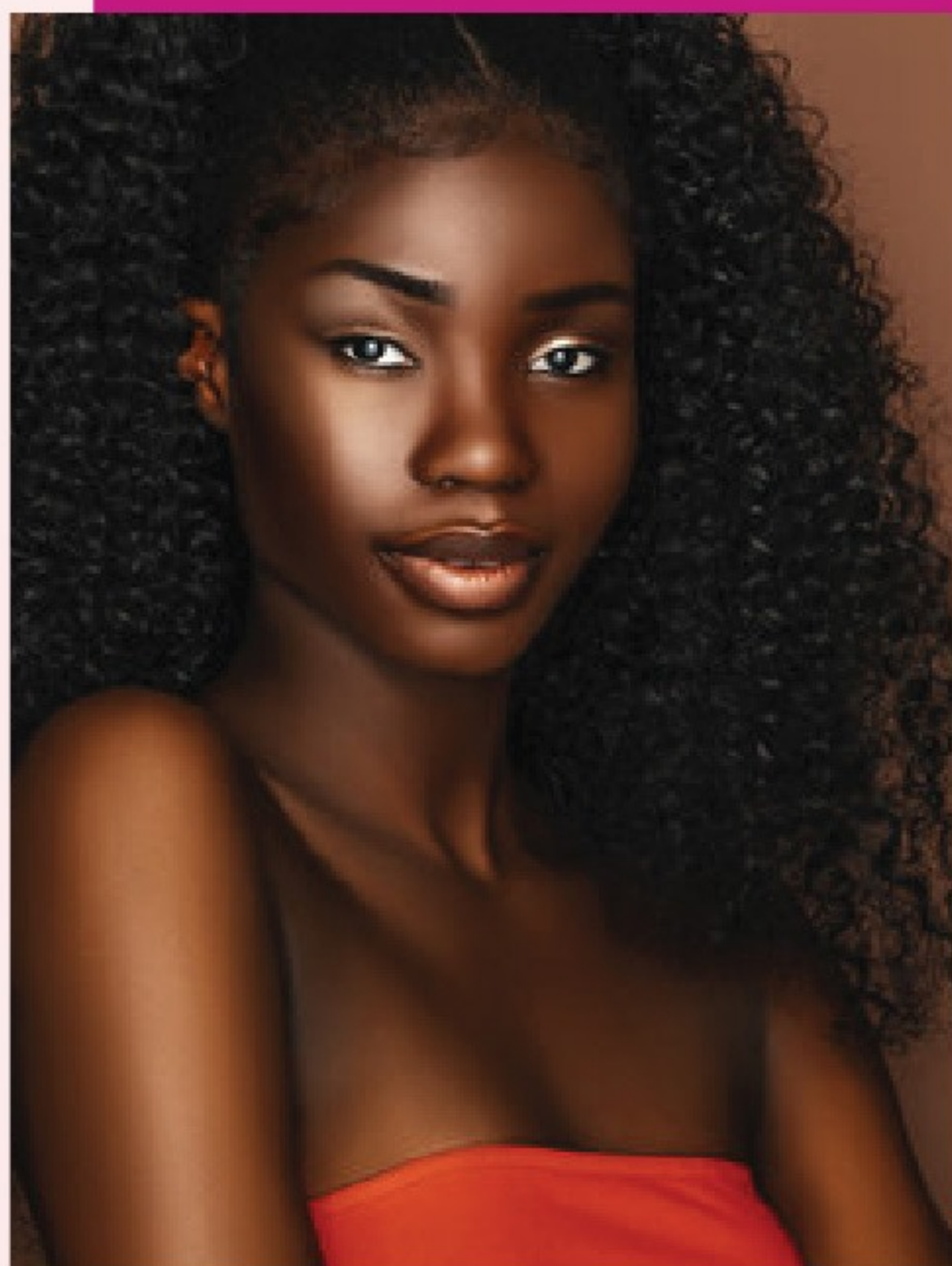
ORGANISERS



About the Expo

Beauty Cosmetics & Wellness East Africa Kenya Exhibition will host around 145 delicately selected Hosted Buyers from 10 countries at the Expo, including the biggest importers, distributors and retail chains to guarantee business opportunities for exhibitors. Exhibitors and Hosted Buyers will hold around 400 meetings at the booths, signing multiple on-site agreements. Thus, Beauty Cosmetics & Wellness East Africa Hosted Buyer Program is the largest in the cosmetics and beauty industry.

The exhibition is held from **4-6 August 2026** at the **Kenyatta International Convention Centre, Nairobi, Kenya.**



Expo Statistics



Exhibiting Countries



India



Kenya



Nigeria



Türkiye



Ghana



Egypt



Philippines



Vietnam



Malaysia



South Korea

Kenya Trade Figures

- Market value (Beauty & Personal Care): In 2025, Kenya's beauty & personal care market is estimated at about USD 2.44 billion and is expected to grow at roughly ~5% CAGR through 2030. This sector includes cosmetics, skincare, personal care, hair-care, wellness products, spa & wellness services, and supplemental health products.
- ▶ Rising urbanization and disposable income, especially among middle-class consumers.
- ▶ Increasing health consciousness and demand for organic/natural products.
- ▶ Growth in online retail and modern retail distribution channels.
- ▶ Expansion of wellness services (spa, fitness, aesthetic clinics), though data often focuses more on product segments.

Meet 100s of Your Target Audience Face to Face

- Beauty Cosmetics & Wellness East Africa Kenya exhibition connects more than 4000 professionals from the beauty industry including leading retailers, wholesalers, distributors, service buyers, importers, exporters and manufacturers all in one place. Beauty Show East Africa also allows you to extend your reach and showcase your products and innovations in a must-see growing event that puts you at the heart of this thriving industry.
- As the largest industry meeting point in Kenya, Beauty Cosmetics & Wellness East Africa Kenya is the region's most important international exhibition for beauty, cosmetics, and hair care products. Beauty Show East Africa offers a platform for industry professionals from Kenya and abroad to create new business and partnership opportunities.

Exhibit Profile

- ✓ Personal Care Products
- ✓ Skins Care Products
- ✓ Hair Care Products
- ✓ Hair Salon Products & Equipments
- ✓ Nail Care & Nail Art
- ✓ Cosmetic & Products
- ✓ Fragrances & Perfumes
- ✓ Beauty & Wellness Centers
- ✓ Cleaning Products
- ✓ Beauty Technology
- ✓ Halal Cosmetics
- ✓ Raw Materials
- ✓ Packaging & Machinery
- ✓ Baby Care Products
- ✓ Home Care Products
- ✓ Dermocosmetics
- ✓ Natural Cosmetics
- ✓ Medical Cosmetic Products
- ✓ Services for Cosmetic Industry
- ✓ Private Label
- ✓ Contract Manufacturing
- ✓ Cleaning & Hygiene Products
- ✓ Colour Cosmetics
- ✓ Associations, Agencies & Media

Visitor Profile

- ✓ Importers, Exporters & Traders
- ✓ Dealers, Distributors & Agents
- ✓ Supply Chain and Retail Stores
- ✓ Manufacturers & Wholesalers
- ✓ Trade Associations
- ✓ Government Officials
- ✓ Owners of Cosmetics Companies
- ✓ Trade Consultants
- ✓ Warehousing Companies
- ✓ Contract manufacturers
- ✓ Outlets & Malls
- ✓ E-Commerce & Distribution
- ✓ Salons & Spa Owners
- ✓ Health & Wellness Administrator
- ✓ Salons & Slimming Centres
- ✓ Training Academies
- ✓ Franchisers
- ✓ Cosmetologists
- ✓ Dermatologists
- ✓ Trade Associations
- ✓ Packaging & Purchase Manager
- ✓ Cosmetic Manufactures
- ✓ Personal care Manufactures
- ✓ Research & Development



Cosmetic Market Kenya Statistics

- Beauty products and skincare imports into Kenya have been increasing significantly, with import volumes and values rising consistently – in 2023 imports reached peaks, and growth is expected to continue. Kenya is also becoming an East African hub for beauty product distribution due to its strategic position in regional trade.
- Kenyan beauty and skincare exports are relatively modest but show strong regional demand
Share Percentage:- Uganda - 33%, Rwanda - 22%, Tanzania - 22%, France - 6%, South Sudan - 5.8%, Burundi, Somalia, Djibouti- Smaller Share
- **2024 trade figures specifically for India exports of essential oils, perfumes, cosmetics and toiletries to Kenya were about US\$15.6 million across categories – which indicates some participation but not top ranking.**

Why Exhibit?

A valuable international exhibition for beauty, cosmetics and hair products

As the largest industry meeting point in Africa, Beauty Show East Africa is the regions one of the most important international exhibition for beauty, cosmetics, and hair care products. Beauty Show offers a platform for industry professionals from Kenya and abroad to create new business and partnership opportunities.

The show is one of the most important gateways for exporting to the huge Kenya and other African markets. Manufacturers and exporters targeting the region can establish business contacts and partnerships with a large number of cosmetics chains, wholesalers and retailers from Africa and the Middle East.

By exhibiting at Beauty Cosmetics & Wellness East Africa Kenya Expo, you can:

- Meet international buyers and thousands of targeted beauty and cosmetics professionals
- Present your products and get immediate feedback from prospects and customers
- Gain valuable insights into Kenya's beauty industry
- Conduct business with influential industry experts, distributors, manufacturers and associations
- Connect with existing suppliers, agents, representatives, and customers



About the Organisers



Astrovision is a Dubai-based company founded in 2023. The company specializes in organizing major international exhibitions across multiple industries, including Beauty, Cosmetics, Pharmaceuticals and Healthcare, Food and Packaging, Power and Energy, Construction, Textiles, Gems and Jewellery.

To date, Astrovision has successfully organized over a dozen exhibitions across regions such as ASEAN, Africa, and the CIS. The company collaborates with partners around the world, ensuring the seamless execution of exhibitions, conferences and B2B meetings.



ACE Group based out of New Delhi, India is an Organization with more than 8 years of experience in promotion and organising of trade exhibitions across the globe. At ACE Group we have experience of dealing in 60+ International Trade Fairs taking place in 20+ countries in Europe, Asia, Africa, America and Oceania. Through its global network, ACE Group has presence worldwide with local partners situated in most of the continents. ACE Group is professionally committed to deliver best trade services in the industry.

For participation and sponsorship opportunities, contact us today!

Mr. Praveen Singh, Director-Exhibitions



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