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Kazakhstan International Beauty
and Aesthetic Medicine Exhibition

Kazakhstan

Atakent, Almaty, Kazakhstan

23-25 November

2016

Explore ^{the}
Emerging Beauty Industry in
Central Asia



Explore Beauty Market

at One of the Most Populous Central Asia Region!

Establishing more than 10 years of successful editions in Southeast Asia region, Cosmobeauté series of beauty trade exhibitions is spreading its wings to the emerging beauty market in Central Asia, which consist of 69 million populations and it is ranked as top 5 in Asia.

Kazakhstan as one of the largest country in Central Asia, which as 9th largest country in the world located strategically in between China and Russia, linked by the railway line as it has upgraded the country's transport infrastructure and integrates it with others in Eurasia.

With growing demand and citizens' preference for quality beauty and cosmetic products, Cosmobeauté Kazakhstan will be the unique platform for beauty industry players in Central Asia, the place where manufacturers meet distributors and industry experts.

**Grab the opportunity now to explore the
emerging beauty market in Central Asia
with Cosmobeauté!**





MARKET OVERVIEW

- 1** The beauty and personal care market of Kazakhstan annually shows stable growth. In 2015 it was valued in \$526.35 mln. with a growth rate at 3.4% comparing to 2014.
- 2** According to Euromonitor's forecast for 2016 the market volume will reach \$547.23 mln with a 3.9% increase, for the period 2015 – 2019, – up to \$609.58 mln with 15.8% total growth.
- 3** The size of Kazakhstan's cosmetics market exceeds trillions of Tenge (Kazakhstani Currency). Sellers of beauty products have noted that before the majority of the consumer demand was for make up and decorative cosmetics. Today, the skin care products sector is experiencing stable growth.
- 4** People have personal preference and know a lot more about products. Eventually, consumers are more demanding in terms of products quality.
- 5** Growth of cosmetic market accelerates since year 2013 and this is all due to the change of consumer attitude that increase consumption of beauty products, and well as greater access to business loans for the smaller businesses.
- 6** Multinational players such as The Procter & Gamble Co, Oriflame Kazakshtan, Avon Cosmetics Kazakhstan TOO, L'Oréal Groupe and Kalina Concern OAO are being very competitive, sitting at the top five of sales share in year 2012. This leads to large chain supermarkets, health and beauty retailers in Kazakhstan to expand their product ranges to boost interest among consumers.
- 7** On the professional products end, international brands such as Gelish by Harmony, Babor Kazakhstan, Nouvelle, Alessandro and more has penetrated into the growing beauty market in this region, which leads to a forecast of positive growth for beauty and personal care with an expanding consumer base and rising frequency of beauty and personal care usage.

8 According to the Statistics Committee of the Republic of Kazakhstan at the beginning of the year the female population composes over 9 million people (9,003,150 people) or 52% in the structure of population of Kazakhstan

**Source from Euromonitor*

QUICK FACTS

CENTRAL ASIA

- 69 million population on the year of 2016
- Ranked as number 5 in Asia among sub regions ranked by population
- Central Asia has the third largest oil and gas reserves on the planet.
- Central Asia consist of Uzbekistan, Kazakhstan, Tajikistan, Kyrgyzstan and Turkmenistan

KAZAKHSTAN

- One of the world's most mineral rich nations and considering to be leading the way to the future of oil industry.
- A leading energy producer in Commonwealth of Independent States (CIS) as in oil, gas, and coal.
- Largest producer and exporter of uranium ore in the world.
- Largest City: Almaty
- Total Land Area: 2,724,900 square kilometres
- Currency: Tenge
- Population: 17.7 million (2015)
- Total GDP (PPP): 420 Billion USD
- Exports: 45.7 Billion USD
- Imports: 30.2 Billion USD

THE VENUE

International Exhibition Centre
"ATAKENT-EXPO", ALMATY, Kazakhstan



FACT SHEET

Show Title	COSMOBEAUTÉ KAZAKHSTAN 2016 Central Asian International Exhibition & Conference on Beauty & Aesthetic Medicine
Date	23 – 25 November 2016 (Wednesday till Friday)
Venue	Atakent-Expo, Almaty, Kazakhstan
Opening Time	10:00 am – 6:30 pm
Frequency	Annually
Exhibit Profile	<ul style="list-style-type: none">• Professional Cosmetics, Equipment for Cosmetology and Aesthetic Medicine• Professional Hair Products, Tools and Equipment• Nail care Products• Tattoo, Permanent Make-up• Spa & Wellness• Perfumery, Cosmetics• Personal Care Products• Colour Cosmetics• Natural Cosmetics• Dermocosmetics• Accessories
Visitor Profile	<ul style="list-style-type: none">• Distribution / Wholesalers• Department Stores / Supermarkets• Pharmacy & Drogerie• Perfumery & Cosmetic Shops• Aesthetic and Medical Centres• Beauty Salons• Beauty Schools• Fitness Clubs• Hair & Nail Salons• Make-up Studios / Bridal Studios• Spa & Wellness / Aromatherapy
Expected No of Companies Exhibiting	100 companies
Expected No of Visitors	5,000

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