



# INTERNATIONAL **COSMETICS, BEAUTY & HYGIENE** EXHIBITION

 Parc des Expositions  
 Abidjan, **CÔTE D'IVOIRE**

**16-18  
APRIL '26**

**DISCOVER THE LATEST IN COSMETIC AND BEAUTY  
INNOVATIONS AT THIS DEDICATED ZONE SPOTLIGHTING R&D,  
PRODUCT DEVELOPMENT, AND FUTURE TRENDS SHAPING THE  
AFRICAN BEAUTY & HYGIENE INDUSTRY.**



# IVORY COAST

The most developing economy in West Africa with a population of **32.1 million**, Ivory Coast is the economic hub of West Africa.

With rising urbanization, an expanding middle class, and increased consumer awareness, Ivory Coast has become a **thriving market for cosmetics, beauty, and hygiene products**. Demand for personal care items—both traditional and international—continues to grow, driven by a youthful population and shifting lifestyle trends.

Backed by **government initiatives encouraging local production and regional trade integration**, the country is positioning itself as a manufacturing and distribution center for beauty and hygiene products in **Francophone West Africa**.

Ivory Coast's dynamic economy and growing population, combined with the Economic Community of West African States (ECOWAS) 's **430 million strong market**, offer significant trade & investment opportunities.

## COUNTRY INFORMATION

**Language:** French (Official), Dioula, Baoulé, Bété

**Population:** 32.1 Million

**Religion:** Islam (~43%), Christianity (~34%)

**Capital City:** Yamoussoukro

**Important Cities:** Abidjan, Bouaké, San Pedro,

Daloa, Korhogo

**Currency:** XOF (West African CFA franc)

**Regime:** Presidential Republic

**President:** Alassane Ouattara

**GDP:** \$94 billion USD

**Growth Rate:** 7%



## West Africa's Beauty Hub

The cosmetics and beauty sector in Ivory Coast is growing steadily, with imports valued at over US **\$100 million in 2023**. Around **80% of products are imported**, mainly from **Togo, France, Germany, and Italy**, which shows how dependent the local market is on international supply. Demand is expected to rise to about US **\$133 million by 2026**, with both mass-market and luxury segments gaining attention. International brands like Mac and Maybelline are present, alongside local companies such as **SIVOP** and **Nouvelle Parfumerie Ghandour**.

For companies aiming to enter the market, **CBH EXPO** is important platforms to meet **distributors, test products, and build partnerships**. They also provide direct access to buyers and retailers in Abidjan and across West Africa, making them a key tool for business expansion.



# INTERNATIONAL COSMETICS, BEAUTY & HYGIENE

## EXHIBITION

16-18 April 2026

Parc des Expositions

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### PRODUCT GROUP

- Cosmetics & Make-Up Products
- Skincare & Anti-Aging Solutions
- Haircare & Styling Products
- Natural & Organic Beauty Products
- Men's Grooming Essentials
- Perfumes, Deodorants & Fragrances
- Personal Hygiene Products
- Baby & Maternity Care Products
- Salon Furniture & Equipment
- Beauty Tech Devices
- Medicine & Cosmetology Tools
- Cosmetics Raw Materials & Ingredients
- Toiletries & Daily Use Consumer Goods

### VISITOR PROFILE

- Cosmetics distributors & wholesalers
- Retail chain buyers
- Spa & salon owners
- Dermatologists & aesthetic professionals
- Online beauty store founders
- Health & wellness product buyers
- Brand consultants & beauty influencers
- Manufacturers seeking packaging

### WHY EXHIBIT?



### NATURAL. INCLUSIVE. INNOVATIVE. THE FUTURE OF BEAUTY MEETS IN ABIDJAN.

**Beauty West Africa 2026** is the region's premier international trade fair dedicated to cosmetics, personal care, beauty tech, hygiene, and wellness solutions. From cutting-edge skincare innovations to eco-conscious hygiene products and salon-grade equipment, the exhibition showcases the future of beauty in one of the world's fastest-growing consumer markets.

With West Africa's **youthful population, rising beauty consciousness, and a strong appetite** for both global and local brands, Ivory Coast is fast emerging as a vibrant hub for cosmetics innovation and distribution.

**CBH Expo 2026** offers a unique B2B platform where exhibitors can meet distributors, retailers, buyers, and designers – enabling real business opportunities and future partnerships.

Reserve your space today and be part of Ivory Coast's most inspiring Cosmetics, Beauty & Hygiene event!



#### +400 HOSTED BUYER PROGRAM & B2B

Meet pre-qualified buyers from all over the globe for efficient deal-making and connect directly with right partners and suppliers.



#### +4300 PROFESSIONAL VISITORS

From +9 countries across Africa and beyond. Unlock global partnership opportunities with countless industry leaders.



#### EXPANDING MARKET & POWERFUL PARTNERS

Take advantage of the expanding market with the support of our powerful partners for rapidly increasing consumer needs.