

Beauty  
& Cosmetics  
West Africa  
Ghana

24-26 JUNE 2025

Accra International Conference  
Centre, Accra, Ghana

EXHIBITION BROCHURE 2025

Beauty, Cosmetics, Skincare, Salon & Wellness

International Exhibition on **Beauty, Cosmetics,  
Skincare, Salon & Wellness** sector in  
**West Africa Ghana**



PERSONAL & SKIN CARE



HAIR CARE



COSMETIC PRODUCTS



FRAGRANCES & PERFUMES



PRIVATE LABEL &  
CONTRACT MANUFACTURING



RAW MATERIALS

ORGANIZERS

SPONSOR

MEDIA PARTNER

SUPPORTING PARTNER & ASSOCIATIONS



[www.beautyshowwestafrica.com](http://www.beautyshowwestafrica.com)

## About the Expo

Beauty & Cosmetics West Africa Ghana 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 West Africa Hosted Buyer Program is the largest in the cosmetics and beauty industry.

The exhibition is held from **24-26 June 2025** at the **Accra International Conference Centre, Ghana.**



## Expo Statistics



**130+**  
Exhibitors



**4000+**  
Visitors



**2500+ sqm**  
Exhibition Area



**10+**  
Exhibiting Countries



**400+**  
Meetings



**150+**  
Hosted Buyers

## Exhibiting Countries



India



Ghana



Nigeria



Türkiye



South Korea



Egypt



Philippines



Vietnam



Malaysia



Latvia

## Ghana Trade Figures

- Ghana's total external trade (GH¢366.6 billion) in 2023 was 43.6 percent of the Gross Domestic Product, with exports constituting 22.1 percent and imports 21.5 percent. Ghana Cedis US Dollars Ghana's exports in 2023 (GH¢186.0 billion) exceeded imports (GH¢180.7 billion).
- In 2022, the category of fashion achieved the highest consumer goods spending in Ghana. This amounted to around 166 billion U.S. dollars, followed by electronic goods with around 147 billion U.S. dollars

## Meet 100s of Your Target Audience Face to Face

- Beauty & Cosmetics West Africa Ghana 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 West 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 Ghana, Beauty & Cosmetics West Africa Ghana is the region's most important international exhibition for beauty, cosmetics, and hair care products. Beauty Show West Africa offers a platform for industry professionals from Ghana 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 Ghana Statistics

- In 2024, the revenue in the Cosmetics market in Ghana is projected to reach US\$226.10m.
- It is expected that the market will experience an annual growth rate of 3.81% (CAGR 2024-2029).
- When compared globally, in the United States generates the highest revenue in this market, amounting to US\$20,130m in 2024.
- In terms of per capita revenue, each person in Ghana is estimated to contribute US\$6.50 in 2024.
- Additionally, by 2024, 97% of the sales in the Cosmetics market will come from Non-Luxury.
- Ghana's cosmetics market is experiencing a surge in demand for natural and organic products, reflecting a growing preference for sustainable beauty options.



## Why Exhibit?

### A valuable international exhibition for beauty, cosmetics and hair products

As the largest industry meeting point in Africa, Beauty Show West 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 Ghana and abroad to create new business and partnership opportunities.

The show is one of the most important gateways for exporting to the huge Ghana 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 West Africa Ghana 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 Ghana'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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