

XXII International
Exhibition of
Beauty Industry

*inter*CHARM **UKRAINE 2024**

18-20

SEPTEMBER

IEC • KYIV • UKRAINE

POST SHOW REPORT

5 803 sq m

Expo area

367

Exhibitors

83

Newcomers

4 000

Brands

860

New
brands

124

Ukrainian
manufacturers

17 343

Visitors

292

Retail chains
buyers, salon and
clinic chains

24

Conferences and
championships

HydroPeptide®

General partner

Hydropeptide is a brand of professional cosmeceutical from the USA, which uses the science of epigenetics in the creation of its products. This is the most rewarding and effective professional line, which has more than 40 awards in the field of cosmetology in the USA.

17 343
Visitors

43%
New
visitors

6423 Beauty salon | Hair salon

2561 Private cabinet

472 Medical clinic

381 Manufacture of perfumery and cosmetics

374 Beauty school | Training centre

267 Perfumery and cosmetics store chains

227 Retail of beauty salon products

174 Manufacture of products for beauty salons

139 Official distribution of products for beauty salons

139 Wholesale trade (with a wide range of products)

106 Official distribution of perfumery and cosmetics

51 Hotel | Sanatorium | SPA

49 Fitness centre

48 Manufacture of household chemistry

44 Manufacture and distribution of raw materials and packaging

19 Pharmacy retail

14 Medical equipment store

*The results are based on the responses of 11 488 visitors

Specialisation

- 2191** Cosmetologist | Dermatologist | Doctor
- 2031** Nail specialist
- 1937** Head of beauty salon | Clinic
- 1886** Hairdresser | Barber
- 1589** Make-up artist | Brow specialist | Lami maker | Lash maker
- 967** Marketing specialist | Manager
- 757** CEO of the company
- 325** Administrator of beauty salon
- 321** Massage therapist
- 318** Sales consultant
- 311** Podiatrist
- 271** Procurement specialist
- 193** Hair removal specialist
- 169** Permanent makeup artist
- 75** Trichologist

*The results are based on the responses of 13 341 visitors

Work experience

- 30%** more than 10 years
- 30%** 2–5 years
- 20%** 5–10 years
- 17%** up to 1 year
- 6%** student

- 
- 69%** Received an information about new products and equipment
- 49%** Executed procurement for the business
- 42%** Attended conferences | master classes
- 38%** Compared offers from different suppliers
- 35%** Found new suppliers | partners
- 31%** Found a specific product | equipment
- 30%** Held meetings with current business partners | suppliers

91%

Recommend the exhibition for their colleagues

Consider that the exhibition is an important tool for business development

81%

87%

Execute procurements following the agreements concluded at the expo

189

Retail chains,
salon and clinic
chains

292

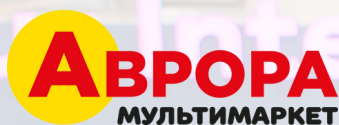
Buyers

Companies' Field of activity

- 43** Online stores of professional cosmetics
- 22** Retail of perfumery and cosmetics
- 21** Chain stores of perfumery, cosmetics and household chemistries
- 14** Offline stores of professional cosmetics
- 12** Wholesale trade of perfumery, cosmetics and household chemistries
- 11** Retail of professional cosmetics
- 10** Beauty salon chains
- 9** Medical centres
- 8** Offline stores of perfumery, cosmetics, and household chemistry
- 6** Wellness & SPA Centers | Hotels
- 6** Pharmacy chains
- 5** Online stores of perfumery, cosmetics, and household chemistries
- 4** Wholesale trade of professional cosmetics
- 4** Cosmetology centres
- 3** Medical equipment stores | Medical stores
- 3** Marketplaces
- 2** Beauty store chains of professional cosmetics
- 2** Retail store chains
- 2** Fitness centres
- 1** Theatre

Buyers by Regional Distribution





blisk



ROZETKA

MAKEUP
BE BRANDY BE TRENDY



KASTA MAUDAU



**МЕРЕЖА АПТЕК
ПОДОРОЖНИК**



124

companies

Cosmetology
Permanent
make-up

61

companies

Hairdressing
art

49

companies

Nail Service
Podiatry

34

companies

Professional
Make-up

77

companies

Perfumery and
cosmetics for
retail

6

companies

Contract
manufacturing

19

companies

Packaging and
raw materials

Objectives of participation

- 95%** Find potential customers
- 80%** Maintain contacts with existing clients
- 67%** Highlight the company's resilience in times of war
- 66%** Sale of goods and services on-site
- 58%** Identify the customers' needs
- 58%** Present new products | brands
- 57%** Analyze the market
- 47%** Showcase products offline to facilitate sales online

77%

Found new
customers

Achieved agreements
regarding the
conclusion contracts

33%

The Gallery of Novelties represented the following products from Ukrainian manufacturers and distributors:

- ✓ Face and body products
- ✓ Make-up products
- ✓ Hair care products
- ✓ Fragrance products
- ✓ Hygiene products

WINSO
CREATED TO IMPRESS



Lacrabia

Bielenda
PROFESSIONAL



SOIKA

PASTEL
COSMETICS

OMNIFARMA

beauty & care

chudesnik

KOMBI
FACTORY

24

Events

1 758

Participants

181

Speakers

Cosmetology and massage

- ◆ CosmoTech: innovation solutions for beauty and healthy skin
- ◆ The days of Fillerology
- ◆ Strategy of antistress in the field of rehabilitation and aesthetics. Beauty-coping
- ◆ Marathon on massage technics from Course Plus
- ◆ Championship on cosmetology: The best beauty professional
- ◆ Championship of Ukraine on depilation 2024

Hairdressing Art

- ◆ Congress on curling techniques for hair specialists
- ◆ Trichology forum
- ◆ XXVII Championship of Ukraine on hairdresser art

Professional make-up

- ◆ Master Class Insta Icon by Egor MUA
- ◆ ÉLAN BEAUTY MAFIA
- ◆ XXVII Championship of Ukraine on make-up

Nail service and Podology

- ◆ Kyiv Nail Congress
- ◆ PodoSummit
- ◆ XXVII Championship of Ukraine on nail aesthetics

Manufacturing technologies

- ◆ XIX specialized conference Beauty TECH: Innovation in manufacturing - Raw materials and technologies
- ◆ The conference: New regulation on cosmetics in Ukraine

Management and Marketing

- ◆ Seminar: Legal developments in the field of aesthetic medicine
- ◆ Seminar: Grants for expanding of beauty industry in Ukraine and abroad
- ◆ Conference: Cross-Industrial experience for the beauty sector
- ◆ Seminar for Buyers
- ◆ Workshop: Modern experience and role of the administrator in a beauty salon
- ◆ Conference: 7 Key steps for opening a beauty salon
- ◆ Training: From application to grant

ips



ORCA
COMPANY

SKIN ON

Good Cells

THE MEDICALIMA

REVIDERM

LASCOS
AESTHETIC MEDICINE



MEDICALASER
PROFESSIONAL EQUIPMENT

PHYSIOGEL
HYPOALLERGENIC

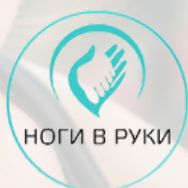
4PROF GROUP
COSMETICS FOR PROFESSIONALS

Oksana Lutsai
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BAEHR®

PRO PODO



Nail
PROFF

iAM^{4u}

Victoria
Avdeeva

Inebrya
» THE ITALIAN SENSE OF HAIR

KROM
made for hair care

Id HAIR

Frizel

**12-14
MARCH**

**BEAUTY INDUSTRY
CONGRESS**



Book a Stand

To book a stand, please contact:



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<https://intercharm.com.ua/en>

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