



*inter*CHARM **UKRAINE 2025**

17-19 SEPTEMBER | IEC | KYIV

POST SHOW REPORT

6 845 sq.m

Expo area

405

Exhibitors

96

Newcomers

4 000+

Brands

920

New brands

143

Ukrainian
manufacturers

18 315

Visitors

389

Retail chains
buyers, salon and
clinic chains

20

Conferences and
championships



HydroPeptide®

General partner



NADEL
PARFUMERY & COSMETICS

Partner of the perfumery and
cosmetics business



FTP

Freight Transport Partner

Logistics partner

18 315

Visitors

32%

New visitors

6687	Beauty Salon Hair Studio SPA
3026	Private cabinet
706	Perfumery and Cosmetics Store
546	Medical clinic
534	Manufacture of perfumery and cosmetics
352	Beauty school training center
291	Perfumery and Cosmetics Distribution
388	Beauty Salon Supplies Store
228	Beauty Salon Supplies Distribution
161	Beauty Salon Supplies Manufacturing
105	Household Chemicals Manufacturing
99	Raw Materials and Packaging Manufacturing and Distribution
72	Household Chemicals Store
70	Fitness Center
64	Household Chemicals Distribution
53	Pharmacy retail
51	Medical equipment store
31	Hotel Sanatorium
51	Other

The results are based on the responses of 13 515 visitors

- 2219** Head of beauty salon | Clinic
- 2176** Manicure | Pedicure Specialist
- 2148** Cosmetologist | Dermatologist | Doctor
- 1913** Hairdresser | Barber
- 1004** Brow specialist | Lami maker
- 909** CEO of the company
- 863** Department Head | Manager
- 634** Other
- 608** Makeup Artist
- 605** Massage therapist
- 457** Podiatrist
- 435** Lash maker
- 401** Waxing | Depilation Specialist
- 456** Marketing Specialist | SMM
- 367** Permanent makeup artist
- 307** Administrator of beauty salon
- 286** Technologist
- 216** Purchasing Specialist | Buyer
- 231** Sales Consultant
- 141** Trichologist

The results are based on the responses of 16 376 visitors

Work experience

- 29%** 2-5 years
- 29%** More than 10 years
- 21%** 5-10 years
- 15%** Up to 1 year
- 7%** Student

- 
- 68%** Received an information about new products and equipment
 - 49%** Executed procurement for the business
 - 37%** Attended conferences | master classes
 - 40%** Compared offers from different suppliers
 - 41%** Found new partners | suppliers
 - 27%** Found a specific product | equipment
 - 37%** 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



185

Retail chains, salon
and clinic chains

389

Buyers

Companies' field of activity

- 85** Retail Sale of Professional Cosmetics: Offline / Online
- 19** Retail Sale of Perfumery and Cosmetic Products and Household Chemicals
- 15** Private Entrepreneurs Operating in Regional Markets
- 11** Beauty Salon / Barbershop Chain
- 11** Perfumery and Cosmetics Store Chain / Drugstore Chain
- 10** Cosmetology Centers
- 6** Wholesale of Professional Cosmetics
- 5** Supermarket Chain
- 4** SPA Center
- 4** Pharmacy Chain
- 4** Wholesale of Perfumery, Cosmetics, and Household Chemicals
- 3** Fitness Center
- 3** Medical Center
- 3** Medical Store
- 2** Professional Cosmetics Store Chain

Companies by regional distribution



eva

blisk

пани

ТОРГОВЕЛЬНИЙ ЦЕНТР
ЕПІЦЕНТР

Ашан

FOZZY

КАЛИНА

€ TAKE!

**ЗАХІД
ПРО**

**BERTA
GROUP**

365 STUDIO

**NAILS
& COCKTAILS**

AMARI

**НІГТЬОВА
ФЕЯ**

pinky

LFS
Твій BEAUTY простір

141

companies

Cosmetology,
permanent
make-up

82

companies

Hairdressing art

74

companies

Nail service,
podiatry

37

companies

Professional
Make-up

105

companies

Perfumery and
cosmetics
for retail

31

companies

InterCHARMpack
Packaging and
raw materials

Objectives of participation

- 97%** Find potential customers
- 79%** Maintain contacts with existing clients
- 64%** Sale of goods and services on-site
- 57%** Present new products | brands
- 56%** Identify the customers' needs
- 56%** Highlight the company's resilience in times of war
- 49%** Analyze the market
- 41%** Showcase products offline to facilitate sales online

68%

Presented New
Products | Services

66%

Found new
customers

26%

Achieved agreements
regarding the
conclusion contracts

20

Events

1 033

Participants

154

Speakers

80

Judges

Cosmetology | Permanent Makeup | Massage

- ◆ Skin&Science Summit
- ◆ III International Cosmetology Championship «The best beauty professional»
- ◆ Massage HUB Conference for Massage Therapists and Rehabilitation Specialists: A Concentrate of Techniques
- ◆ II International Massage Championship «The best massage therapist»
- ◆ XIII Trichologists' Forum
- ◆ Ukrainian Depilation Championship
- ◆ FREE PMU KYIV 2025 Congress

Hairdressing Art

- ◆ XXVIII Ukrainian Championship of the SPU in Hairdressing Art
- ◆ Congress for Hair Perm Specialists
- ◆ Beauty Marathon – Hairdressing Masterclasses

Professional make-up

- ◆ XXVIII Ukrainian SPU Championship in Makeup and Eyebrow Modeling
- ◆ Makeup Artists' Forum New Makeup Pro Generation 1.0

Nail service and Podology

- ◆ PodoSummit
- ◆ Kyiv Nail Congress 2.0
- ◆ XXVIII Ukrainian SPU Championship in Nail Aesthetics

Production Technologies

- ◆ XX Specialized Conference “Beauty TECH. Innovations in Manufacturing: Raw Materials and Technologies”
- ◆ Conference: New Rules of the Game for Cosmetic Products: European Approach and Regulatory Harmonization

Management and Marketing

- ◆ Conference “Business and Education: How to Have the Best Employees on Your Team Amid a Workforce Shortage”
- ◆ Conference “Beauty 2026: Trends, Teams, Partners. How to Prepare for the Next Year Right Now”
- ◆ Conference “Administrator 3.0: Next-Generation Customer Service and Sales”

ORZAX



VISTA DEL MEDICO

Good:Cells | GOOD
EXO
CELLS

COSMOTRADE

MODEM-1



ALVI
AP
PRAGUE



Re[Sens]

DERMO
PHYSIOLOGIQUE
WE MAKE SENSE OF YOUR SKIN



CUTRIN
NORDIC EXPRESSIONS



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Знаємо без компромісів!

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» THE ITALIAN SENSE OF HAIR

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kuori

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PROFESSIONAL

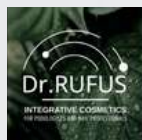
Oksana Lutsai
SCHOOL

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FOR EVER
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MEDICALASER
PROFESSIONAL EQUIPMENT



ItalWax®
Імпортёр та представник в Україні
Галерея-kosmetik

TERRA
Sugaring

BioLife
sugaring





The InterCHARM-Ukraine exhibition team this year released an exclusive print edition, HairGuide by InterCHARM — a professional magazine for hairdressers, colorists, and beauty salon managers.

37

Brands from the hairdressing industry presented their latest products and step-by-step techniques.

3 500

Copies of the magazine were received by hairdressers and salon owners.

BRELIL
PROFESSIONAL

TICO
Professional

NEVITALY
.nature ethics vision.

ELGON® Inebrya
» THE ITALIAN SENSE OF HAIR

MOOD

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LAvHAIR

11-13

MARCH 2026

Kyiv | IEC
15, Brovarsky Avenue

**Beauty
Industry
Congress**



Book a stand

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