

PREMIER INTERNATIONAL TRADE EXHIBITION FOR THE BEAUTY,
COSMETICS & PERSONAL CARE INDUSTRY

 **SQUARE TOILETRIES LIMITED**

PRESENTS



POWERD BY



COSMETICS
WELLNESS
BEAUTY
PERSONAL CARE

September 10- 12 | 2026

International Convention City Bashundhara (ICCB)

Expo Village, Dhaka, Bangladesh



ORGANISED BY

Squadmind
Ordinary to Extraordinary

IN ASSOCIATION WITH



SUPPORTED BY

kotra
Korea Trade-Investment
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DITP
DEPARTMENT OF
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EXHIBITION OVERVIEW

Cosmetica Dhaka 2025, organized by SquadMind Global Ltd., successfully concluded as the premier international trade exhibition for the beauty and cosmetics industry in Bangladesh. Held on August 8-9, 2025, at the International Convention City Bashundhara (ICCB), the event solidified its position as a critical nexus for business, innovation, and knowledge exchange.

The exhibition served as a powerful catalyst for the regional beauty economy, generating an estimated USD 4.6 million in trade volume. With participation from 12 countries and 78 exhibitors, the event attracted over 10,000 trade visitors and facilitated more than 300 B2B meetings. The overwhelming positivity from exhibitors (84% positive or highly positive) and high satisfaction rate among visitors (80%) validates the event's significant value and impact, setting a new benchmark for the industry.

INDUSTRY INSIGHTS

Cosmetics industry in Bangladesh is headed by both international and local giants along with growing SMEs who holds significant market share which is growing rapidly. The Bangladesh skin care products market size is projected to reach \$2.12 billion by 2027.

The cosmetics industry in Bangladesh is mainly dominated by the international brands where quality issue surpasses the pricing of products amidst the factors influencing the buying decisions. The consumers are inclining toward natural products to avoid side effects caused by chemicals. In addition, awareness of the products through advertisements and celebrity endorsements drives the sales of skin care products across the country.

The cosmetics market in Bangladesh is growing rapidly, owing to the rise in popularity of well known cosmetics brands. Moreover, SMEs are driving this opportunity towards a sustainable industry in parallel with the major stakeholders. Rapid growth in e-commerce distribution is another prime factor that fuels the overall growth of this promising industry. Consumer concern is also playing a vital role on quality assurance and market growth.

PREVIOUS EDITION ANALYSIS

78 exhibitors presented a comprehensive ecosystem of the beauty industry:

- Raw Materials & Ingredients: (Approx. 35%) Featured innovative, natural, and sustainable ingredients from regional and international suppliers.
- Machinery & Packaging: (Approx. 20%) Displayed state-of-the-art manufacturing, filling, and packaging solutions, highlighting automation and efficiency.
- Finished Products: (Approx. 45%) A diverse range from color cosmetics, skincare, haircare, personal care, to fragrances from established brands and exciting new entrants.



BENEFITS OF PARTICIPATION

Create a Memorable Experience

There is no better place to take control of how the industry views your brand and make a lasting impression on your potential customers.

Generate Lucrative, Highly Targeted Business Leads

On top of representing your brand in front of the entire personal care industry, we support you to make the right connections through advice, targeted zones and our unique matchmaking tool.

Anticipate Future Personal Care Trends

Get feedback on your products and services, discuss the challenges and opportunities of the industry with peers and learn from experts on the direction and future trends of personal care products.

Market Innovation & Exploration

Exhibiting allows you to reach more of the marketplace in a short span of time and explore the possibility of entering new export markets.

Be Where Your Customers are

All attendees are looking to find new products and innovations and are already in a buying mindset, therefore generate attendee response to validate business strategies.

Position Your Brand and Products

Before, during and after the live event, leverage your online presence and face-to-face connections to establish or consolidate your place within the industry. In addition build your brand and reinforce your position as a key player in the market.



**Unprecedented
International
Participation**

**Significant
Economic
Impact**

**Robust Business
Connections**

**Massive Industry
Gathering**

**High-Level
Inauguration**

**Diverse Product
Spectrum**

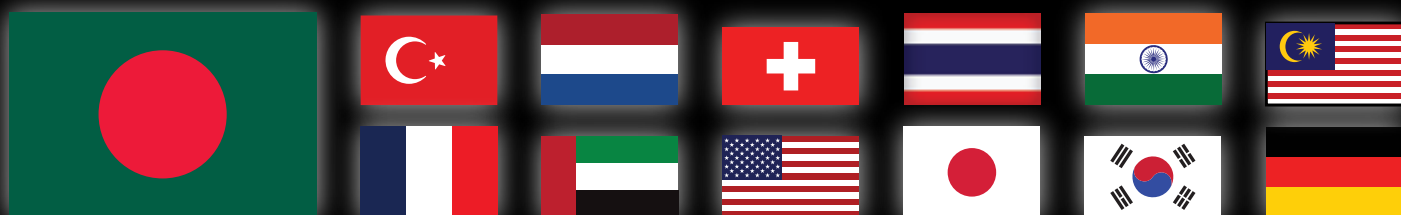
EXHIBIT PROFILE

COSMETICA DHAKA 2025 will focus on world's top suppliers of personal care ingredients and end user products. Global key players in this category will exhibit in the exhibition.

By Company Portfolio

- » Manufacturers of Raw Materials and Ingredients
- » Cosmetics & Fragrance Manufactures
- » Lab Equipment Manufacturers Testing & Research
- » Distributors of Raw Materials and Ingredients
- » Packaging and Labeling
- » Consultancies and other Business Services

By Country of Origin:



VISITOR PROFILE

By Company Portfolio:

- » Manufacturer of Finished Products
- » Distributors & Manufacturers of Ingredients
- » Manufacturer of Raw Materials & Ingredients
- » Contract Manufacturer / Label Manufacturer
- » Consultancies and Other Business Services
- » Indentors
- » Cosmetics & Fragrance House
- » Testing / Lab services
- » Banks / Financial Institutions
- » SMEs
- » Trade Associations
- » Chamber Bodies
- » Government Organization
- » Press

By Personnel:

- » Development / Formulation
- » Management / Business Development
- » Sales / Distribution
- » Purchasing Department
- » Production / Manufacturer
- » Marketing
- » Consultant
- » Fundamental Researcher
- » Regulatory Affairs
- » Sustainability / CSR
- » Quality / Safety Control
- » Perfumer / Evaluator
- » Student
- » Press



KEY EXHIBITS

Color Cosmetics

Medicated Cosmetics

Personal Care & Toiletries

Skin & Hair Care Products

Dermaceutical Products

Makeups

Fragrances

Essential Oils

Ayurvedic & Organic Products

Nutraceutical Products

Herbal Extracts

Formulation

Contract Manufacturing

Turnkey Solution

Lab Equipments

Labeling & Packaging

Manufacturing & Processing

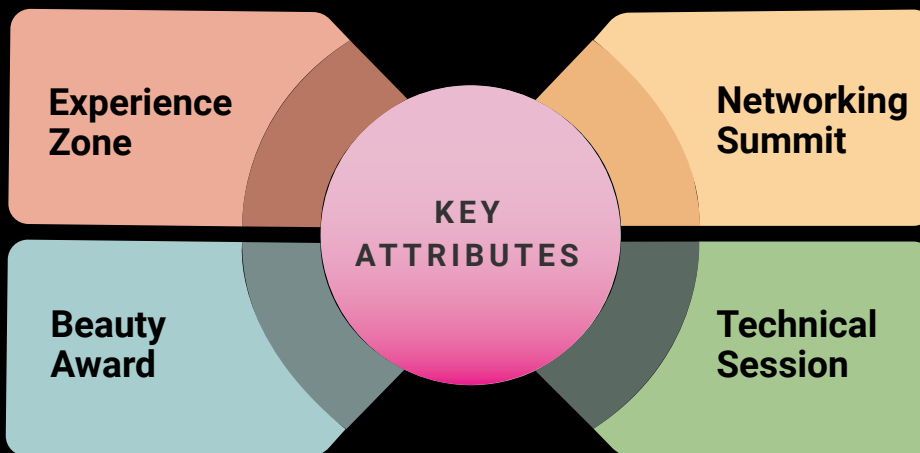
Machineries

Raw Materials & Ingredients

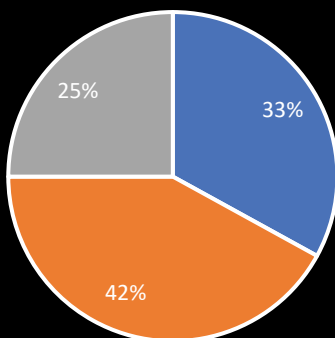
Testing & Research Services

QC Certification

Regulatory Organizations

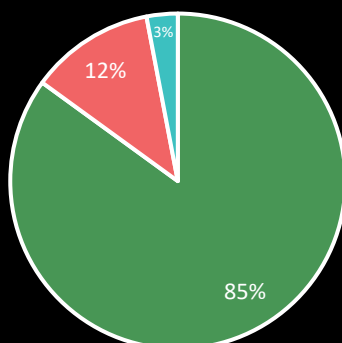


VISITOR DEMOGRAPHICS



- **Trade Professionals:** CEOs, Directors, Procurement Managers, R&D Scientists, Quality Control Managers.
- **Business Profiles:** Importers, Distributors, Wholesalers, Retail Chain Owners, Pharmacy Owners, Salon & Spa Owners, Beauty Influencers, and Media.
- **General Consumers:** Strong attendance from all major cities across Bangladesh, with significant international visitors.

EXHIBITOR RESPONSE



- **Highly Positive:** Praised the quality of visitors, high number of qualified leads, and excellent organization.
- **Positive:** Reported good connections and achieved their core objectives.
- **Moderately Positive:** Suggested areas for growth in visitor segmentation.

BOOTH LAYOUT



STANDARD AMENITIES

- » A furnished booth including Carpet
- » 2 Chairs
- » 1 Power Socket (220V), 5 Amp
- » Fascia Board
- » Trash Bin
- » Entry on Catalogue Listing and Exhibitor Pass
- » 1 Consultation Table
- » 1 Reception Table
- » 2 Shelves for Product Showcasing
- » 3 Spotlights or Fluorescent Lamps

EXHIBITION SPACE RENTAL COST

- » Pre Fabricated Booth (Minimum 3m X 2.5m)
USD 200/m²
- » Bare Space (Minimum 3m X 2.5m)
USD 180/m²

Bare space installation fees shall be covered by the exhibitor.
(Please refer to the Exhibitor Manual for more details.)

EXHIBITION DETAILS



Exhibition Dates

September 10- 12 | 2026

Exhibition Timing

Show time : 10:00 AM to 08:00 PM

Venue

International Convention City Bashundhara (ICCB)
Expo Village, Kuril Bishwa Road, Adjacent to 300 Feet
Purbachal Express Highway, Dhaka-1229,
Bangladesh.

PLEASE CONTACT FOR BOOKING

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