

Africa's Booming Beauty and Cosmetics Industry

According to market research, the beauty industry in the Middle East and Africa was estimated at about \$27.1 billion in 2018. Of this figure, South Africa alone represented \$4.5 billion; Nigeria and Kenya are second and third among sub-Saharan nations, with Kenya's market totaling more than \$320 million. In comparison, the Asian market was estimated at \$128 billion in the same year.

As a result, the outlook for the African cosmetics, beauty and personal care products market is very positive for the coming years as there is so much room for it to grow and become at par with the Asian markets. Here is some of the fundamental reasons for the huge and growing demand for beauty and personal care products across Africa.

Detailed report can be found on www.perfora-expo.com

PERFORA EXPO AFRICA is Africa's premier and international trade fair for beauty products, hair, fragrances and wellbeing in Africa. As one of the most influential beauty, health and fitness trade shows in Africa, it offers trade visitors the convenience of meeting exhibitors face-to-face over three days, for serious business. Over 150 exhibitors will present products and solutions to over 3,000 trade buyers and investors.

The exhibition plays a vital role in the growth and development of the industry, with a solid representation of global products and brands. This is the place to be to know what's trending in the beauty, health and fitness industry.







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Africa's Fitness Industry

The African Fitness Market is currently at its growth stage. The fitness services market has witnessed growth during the period 2013 to 2021. The market has been categorized into two sub-categories; organized and unorganized fitness services markets.

The Africa fitness service market has witnessed strong growth in terms of revenue, the number of fitness centers and membership subscriptions. The major factors responsible for the boost in the fitness industry in Africa are growing number of penetration of international brands across the continent, growth of household disposable income, rise in health consciousness among the adults, changing lifestyle, the higher demand for fitness services by women, westernizing fashion trends, and innovative promotion strategies being implemented by major fitness centers in the continent.

Moreover, African governments are taking initiatives in order to address the obese population about health awareness and proper lifestyle adoption.

Nowadays, there are many additional facilities provided to the members to make them feel satisfied and increase their retention rate in a particular fitness club. Few of the additional facilities are a sauna, spa, diet consultant, nutrition specialists, and others, which attract the crowd to take part in the fitness regime within the continent.

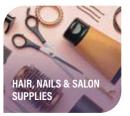










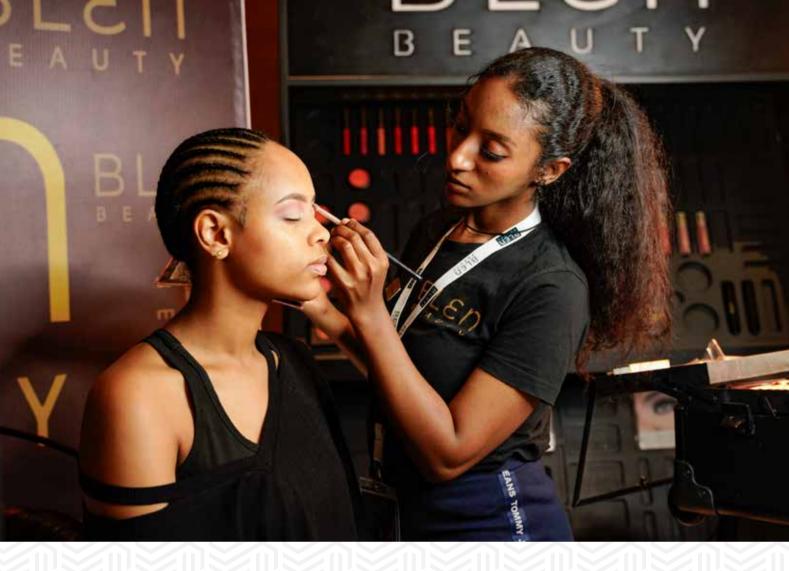












Ethiopia is Africa's Capital City



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