

THE FIRST AUTUMN EDITION

International specialized exhibition
of cosmetics, perfumery and
equipment for the beauty industry,
the 27th edition.

REPORT



Trends and innovations



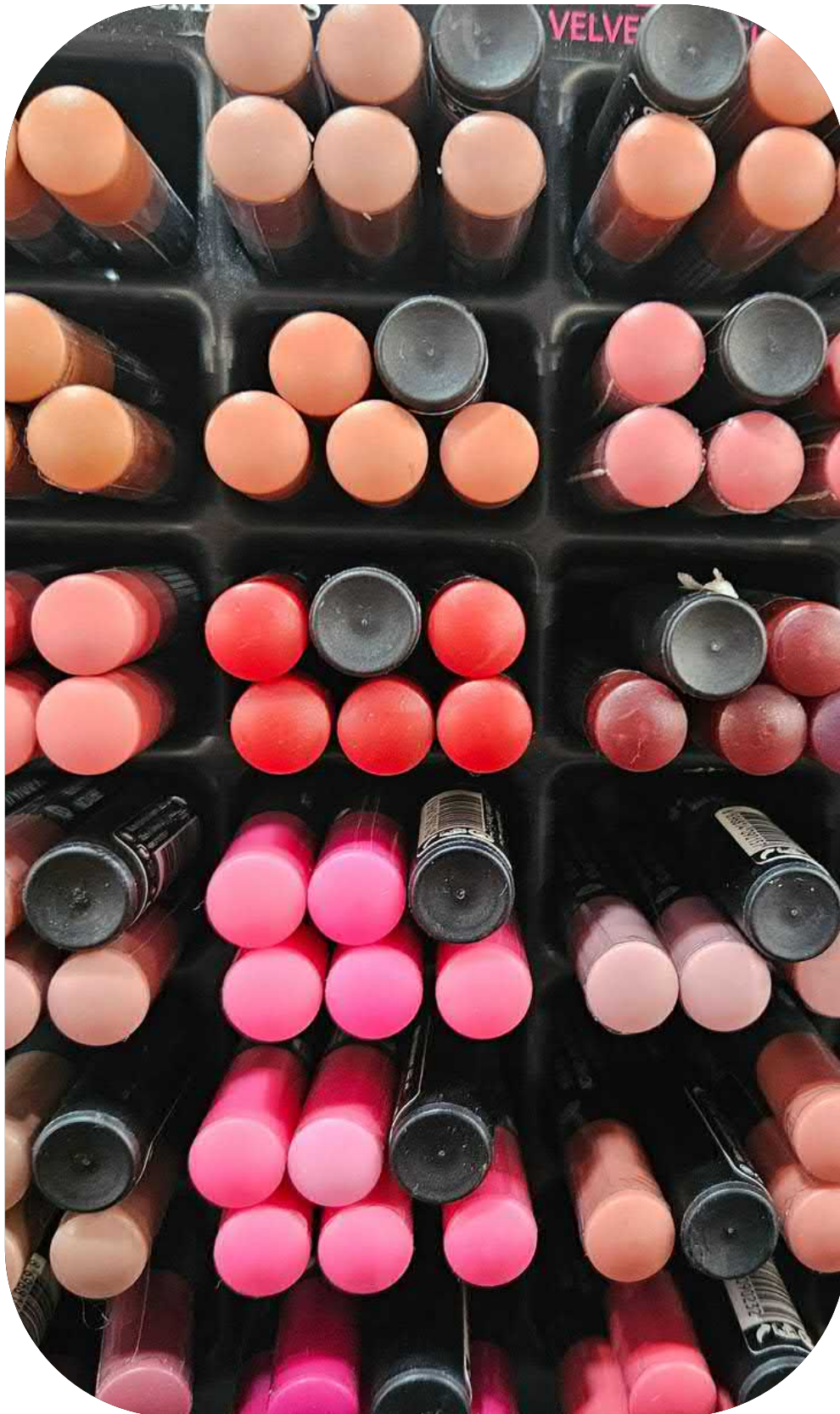
REPORT

Beauty Autumn 2024 – The start of a new vibe in the world of beauty!

The first edition of Beauty Autumn Exhibition transformed CIE Moldexpo into a center of beauty and inspiration! It was an innovative event, where local and international brands, industry professionals, and beauty lovers came together and created a memorable experience.

Beauty Autumn Exhibition was the perfect place to explore, discover, and get inspired from the latest trends in skincare and make-up to live demonstrations and product launches.

Thanks to the vibrant atmosphere and to the effective partnerships the Beauty Autumn Event has created a tradition that promises to become the highlight of the autumns at Moldexpo.



— THE EXHIBITION NUMBERS

50
participating
companies

2200 sq. m
exhibition
space

15086
visitors

cca 500
cosmetic
brands

— Participants' Profile

- 32% skin care and body care cosmetics
- 17% perfumes, scented candles, and others
- 15% professional make-up, cosmetology services
- 14% hair care and nail care products
- 12% make-up products
- 6% food supplements
- 4% cosmetic accessories





— The efficiency of participation

94%

exhibitors indicated that it would be appropriate to organize the event at the end of October

87%

exhibitors have shown their intention to participate in Beauty Autumn-2025

— The promotion campaign

SMM 289 posts on Facebook, Instagram and Youtube

Direct Mail 12 204 delivered emails

Radio 432 outputs of the audio spot on the radio channels

TV Jurnal TV: spot promotion, interviews and broadcasts

LED Sceens promoting the spot event in the Chisinau area

Influencer MK distribution of 20 invitations – bento cake

Call Centrer 1100 calls to the specialists of the industry



