



# COSMETIKA EXPO 2025

26<sup>TH</sup> – 28<sup>TH</sup> DECEMBER, 2025  
THE HERITAGE GARDEN, LALITPUR, NEPAL

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# EVENT OVERVIEW

Cosmetika 2025, Nepal's first one and only cosmetics and personal care expo, creating a dynamic platform for brands, manufacturers, suppliers, and professionals from the beauty and wellness industries. The expo caters to both B2B and B2C audiences, allowing companies to showcase their latest products, services, innovations and trends in the rapidly growing cosmetics sector in Nepal and the South Asian region. Most international brands like Lakme, L'Oreal, Garnier, Emami, Mac's Lavera, Nova, Chase, Astaberry, Lotus, Ayur, Ole, Aroma Magic, Ximiso, Miniso and Mumuso are available in the Nepalese retail market.

The sales of cosmetics and wellness products and services have sky-rocketed in Nepal over last decade. The explosive demand for cosmetics is fundamentally due to change and trend in social value and lifestyle powered by the presence of purchasing power of consumers. Today, Nepalese consumers value their physical appearance and wellness more than in the past. Likewise, these consumers are also aware of wider range of products and services that can enhance their personal image and hygiene. Both of these factors have fueled greater spending on beauty and personal care products. Today people are generally more socially active and engaged in interaction in real times or online, compelling enhancement of appearance.

The demand for personal care and wellness product is simultaneously driven by the rising purchasing power of the willing customers. The ideal profile of the end-user customer is women, age 16 to 30 years, educated and employed living in an urban setting. 60% of cosmetics is sold in Kathmandu Valley. Women are more employed, getting better salaries, more socially active and more independent in deciding their purchasing preferences. Women make up 80 % of the market consumption but males are increasingly consumers of these products and services.

Today, Nepal's cosmetics and personal care market is valued at NRs. 23.6 billion. Nepal's imports of cosmetics and personal care products is projected to reach NRs 20.4 billion in 2025. Major share of imports come from India, China, Thailand, South Korea, Japan, US and EU. Furthermore, manufacturers, importers and industry experts estimate that the market is scaling up at 20 to 25 % annual growth rate. The cosmetics market of Nepal is bullish and does not show any sign of running out of steam soon. Thus, Cosmetika 2025 is the ideal platform for manufacturers and distributors to make their pitch in Nepal!

## KEY FEATURES OF COSMETIKA

- 1. Product Launches:** Special booths and presentations for brands to launch new products and innovations, with media coverage and influencer engagement.
- 2. Live Demonstrations:** Expert demonstrations on makeup techniques, skincare routines, and product applications, highlighting both traditional and modern methods.
- 3. Workshops and Seminars:**
  - Topics like skincare science, makeup artistry, haircare innovations, and cosmetic safety standards.
  - Panels on global beauty trends, the rise of K-beauty and organic products, and discussions on local herbal ingredients from Nepal.
- 4. B2B Networking Zone:** Exclusive area for business meetings between exhibitors, potential partners, and distributors.
- 5. Green Beauty Zone:** Dedicated area for eco-friendly, organic, and sustainable beauty products, catering to the increasing demand for environmentally conscious choices.



# BENEFITS TO EXHIBITORS AND VISITORS

**1. Brand Enhancement:** Provide a space for brands to launch and promote their latest cosmetic and skincare innovations including natural and organic products.

**2. Industry Networking:** Create a unique environment for stakeholders in the cosmetic industry to connect with manufacturers, distributors, retailers, beauty professionals and consumers.

**3. Consumer & Professional Awareness:** Host workshops, live demonstrations and seminars on the latest beauty trends, cosmetics innovations, skincare techniques and sustainable beauty practices.

**4. Transaction & Collaboration:** Facilitate commerce and business relations between Nepalese cosmetic companies and international brands, promoting both local and imported products in the market.

## EXHIBITORS PROFILE

- Cosmetic Brands
- Beauty Product Manufacturers
- Skincare and Haircare Companies
- Personal Care Manufacturers
- Wellness Brands
- Packaging Companies
- Cosmetic Technology Firms
- Beauty Schools
- Plastic Surgery Clinics
- Hair Care and Implants Clinics
- Dental Care
- Cosmetic Clinics

## VISITORS PROFILE

- Cosmetic Manufacturers
- Importers
- Distributors
- Stockists
- Retailers
- Salon Owners
- Beauty Consultants
- Dermatologists
- Plastic Surgeons
- Cosmetic Dentists
- Cosmetic Users
- Beauty and Wellness Students

## MARKETING & PROMOTION



**1. Digital Campaign:** Targeted digital marketing on platforms like Facebook, Instagram, and YouTube with engaging content about beauty trends, sneak peeks into the event, and collaborations with beauty influencers.

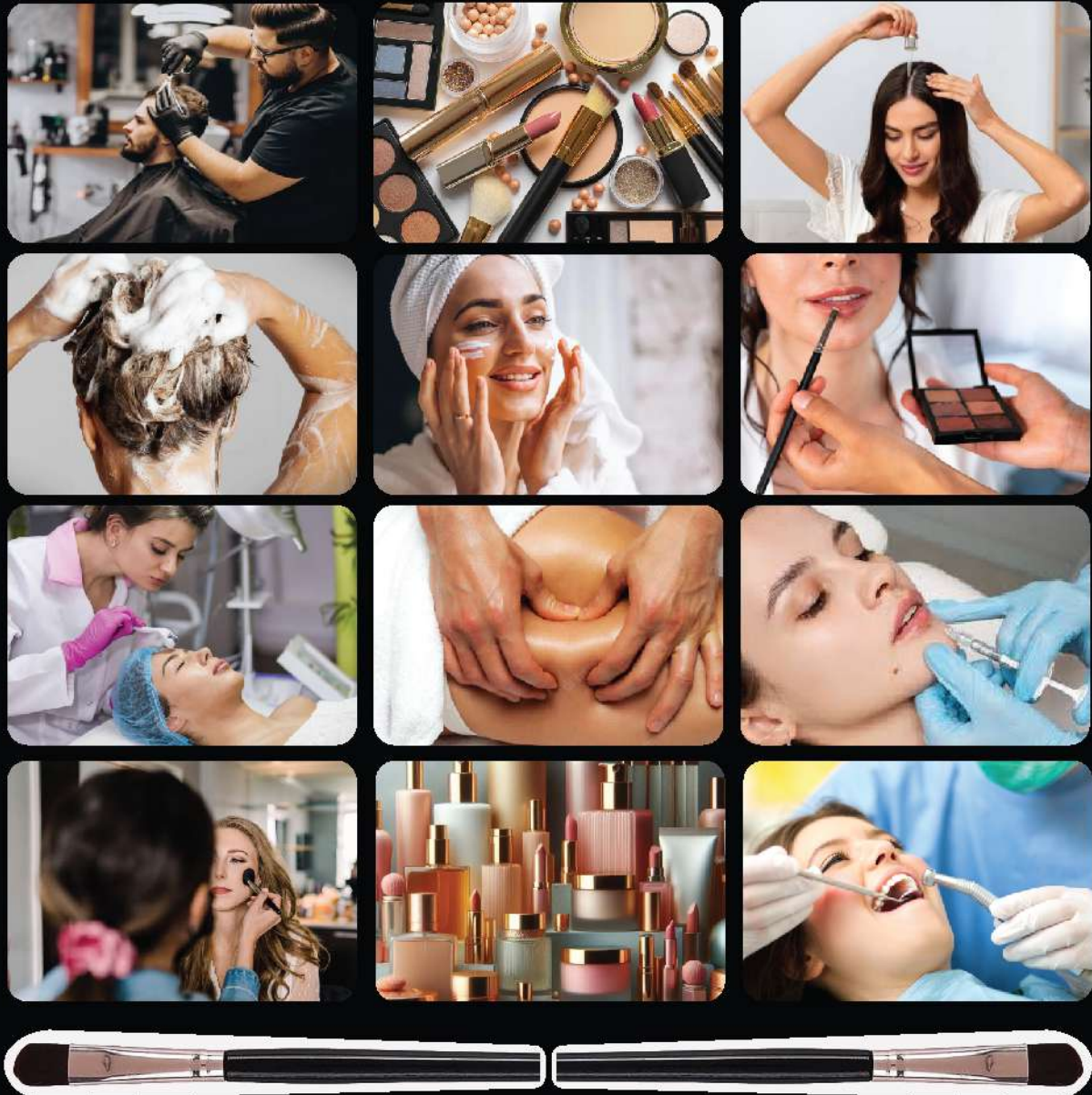
**2. Partnership with Salons and Spas:** Special promotions and partnership programs with local salons and spas, offering discounted passes for their clients.

**3. Media Partnership:** Collaborate with leading beauty vloggers and influencers, online distributors, and TV channels for extensive media coverage.

**4. Sponsorship Opportunities:** Offer multiple levels of sponsorship packages to cosmetic companies and brands for enhanced visibility.

**5. Influencer Campaign:** Invite beauty influencers from Nepal and neighboring countries to promote the event through exclusive behind-the-scenes content.





**HOUSE**  
of  
**RAJKARNICAR**  
**EXHIBITIONS & EVENTS**

House of Rajkarnicar has pioneered the concept of trade exhibition, conference and event management in Nepal since 1991. After starting with Himalayan Expo in 1991, House of Rajkarnicar has gone on to organize numerous exhibitions, events and conferences in Nepal, India, Thailand, Singapore and Italy, some of which are its own while others are managed for clients. As of today, House of Rajkarnicar has organized and successfully executed more than 150 exhibitions, conferences and events.

Armed with 33 years of experience, a real understanding of the Nepalese business environment and an insider network of contacts within the local business community and media, Cosmetic Exhibition is in very promising hands. Once again, House of Rajkarnicar has been successfully operating Food & Beverage and Hospitality which is the biggest and the only one of its kind in Nepal for ten years.