

PRESS RELEASE

MakeUp in Paris 2026

A landmark edition, more international than ever

On 17 and 18 June, at the Carrousel du Louvre, MakeUp in Paris welcomed **4,657 attendees**, up 1.7% on 2025. An edition that confirms the show as the leading global meeting point for beauty creation.



A stronger international reach

With **22% international visitors** and 58 countries represented, the 2026 edition affirms the show's global dimension. Beyond France, the largest delegations came from the United Kingdom, Italy, the United States, Germany and Spain, with a notable presence of several Nordic countries, led by Denmark.

A decision-making audience, at the heart of the industry

Nearly one in two visitors represented a **beauty brand**, and one third held a leadership position. Makeup and skincare topped visitors' areas of interest, ahead of bodycare, haircare and fragrance, reflecting the breadth of expertise gathered at the show.

On the exhibitor side

The 2026 edition welcomed **149 manufacturers and 7 trend agencies**. Among the 19 countries represented, the largest delegations came from Italy, France, China and South Korea, showcasing the wealth of international expertise in formulation, packaging and services.

A rich content programme

- 13 conferences
- 14 Beauty Talks
- 57 speakers

The 2026 IT Awards

The innovation contest honoured **22 finalists** from 22 exhibitors, selected from more than 100 entries, across four categories, Contract Manufacturing, Packaging, Accessories, Ingredients, and two special prizes, Ready to Market and Full Service.

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