

Beat: Lifestyle

## **INTERCHARM 2015 THE LEADING BEAUTY INDUSTRY EVENT IN RUSSIA**

**21-24 OCT., 2015 CROCUS EXPO. IN MOSCOW**

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**USPA NEWS** - Worldwide known InterCHARM exhibition, the leading beauty industry event in Russia, CIS and Eastern Europe, runs on 21-24 October in Moscow introducing new brands from all over the globe and the entire industry trends for the year coming...

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InterCHARM connects the entire community of suppliers, manufacturers, distributors, retailers, beauty salons, clinics and independent professionals together in Moscow. It is an exemplary business platform to demonstrate products, services and technologies, everything from ingredients and packaging for cosmetics to finished products.

With more than 3,500 brands present InterCHARM offers an opportunity to identify new trends, get inspiration and training in a vibrant atmosphere, and make your business more efficient and attractive to growing needs of consumer.

**THE RUSSIAN PERFUMERY AND COSMETICS MARKET : Even more prospective !**

- The Russian market is the 4th largest beauty market in Europe
- Russia is 6th most attractive region for investments
- 70% of investors consider Russia's domestic market as the most attractive
- Russia jumped from 55th to 26th place in The World Economic Forum's "2015 Human Capital Report"
  
- Russia's current budget surplus is expected to rise to \$70 billion (5.5% of the GDP) by the end of the year, up from \$59 billion (3.2% GDP) last year
- Russia has moved into poll position as the largest shopping centre market in Europe, overtaking France which was in the lead for 43 years running
- The Russian perfumery & cosmetics market estimated at USD 14,6 bln (RUB 555,1 bln)
- The market grows by 6 - 12% annually, twice as dynamic than global market
- Over the past 5 years the market has grown by 73,6%
- Manufacturers of cosmetics and household products increased their revenue in Russia by 20 - 26% in Q1 2015
  
- Average per capita expenses on perfumery and cosmetics in Russia increased by 13% over the past year and 139% over the past 7 years
- 45,6 mln of Russians are women aged 20-60 years. This is one-third of the total population

Source : Based on reports of RBC. Research, Euromonitor, Cushman & Wakefield in 2015.

InterCHARM is the largest perfumery and cosmetics show expecting over 65,000 visitors to reveal new products, services, equipment and technologies for the industry from more than 30 countries.

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