

QATAR Beauty & Wellcare

30 SEP - 02 OCT 2025

Doha Exhibition & Convention Center



**Celebrating Beauty,
Embracing Wellness**

Concurrent with

 beauty-qa.com

 QATAR
MEDICARE

Tapping into the Growing Synergy between Healthcare, Wellness, and Self-care Industries

The Qatar Medicare Exhibition & Conference, already established as the premier platform for healthcare innovation, is expanding in 2025 with the launch of the Beauty & WellCare Show. This dynamic new addition will create a comprehensive environment where healthcare, beauty, and wellness converge. Together, these events aim to drive innovation, foster collaboration, and showcase the latest advancements across these interconnected sectors.

Held under the patronage of the Ministry of Public Health, this dual event underscores Qatar's commitment to advancing healthcare and wellness, aligned with its National Vision 2030. With a focus on growth, innovation, and holistic health, this is an unmissable opportunity for stakeholders across the medical and lifestyle industries.

The synergy between Qatar Medicare and the Beauty & WellCare Show highlights the growing intersection between healthcare and wellness. Modern trends emphasize a holistic approach to health, where beauty, fitness, and wellness complement medical care. By bringing these sectors together, the event creates a unique platform for collaboration, education, and market growth, offering unmatched value to exhibitors and visitors alike.

Qatar Beauty and WellCare

Celebrating Beauty, Embracing Wellness

The Qatar Beauty & WellCare Show is poised to be the premier platform for showcasing the latest advancements in the beauty and wellness industries. This vibrant event will highlight a diverse range of sectors, including:



Skincare and Cosmetics

Featuring cutting-edge products and formulations from established brands and emerging innovators, attendees will discover the latest trends in beauty care, including clean beauty, organic products, and high-performance skincare solutions.



Wellness Solutions

The show will emphasize holistic health approaches, presenting wellness products and services that enhance physical and mental well-being. From nutritional supplements to stress relief therapies, visitors will explore comprehensive solutions tailored to modern lifestyles.



Fitness Innovations

Attendees can expect to see the latest in fitness technologies, equipment, and programs designed to promote active living and overall wellness. This includes smart fitness devices, wellness apps, and workout solutions that cater to a diverse range of fitness enthusiasts.



Spa Technologies

Highlighting advancements in spa and relaxation treatments, the show will showcase innovative equipment, techniques, and wellness experiences that enhance spa services, ensuring that providers can offer their clients the best in relaxation and rejuvenation.



QATAR
Beauty &
Wellcare

Market Overview

Growing Demand for Beauty & Wellness Products & Services

Qatar's beauty and wellness industry is witnessing significant growth, driven by a combination of factors that include a burgeoning economy, increased consumer awareness, and evolving lifestyle preferences.



Market Size and Growth

The global beauty and wellness market is projected to reach \$7 trillion by 2025, with the Middle East and North Africa (MENA) region expected to grow at a CAGR of 7-10% during the same period. In Qatar, the beauty and wellness sector is estimated to be valued at \$1.3 billion, with significant growth opportunities in skincare, cosmetics, fitness, and holistic wellness.



Consumer Spending Patterns

Qatari consumers allocate approximately 12-15% of their disposable income to beauty and wellness products and services, which is higher than the global average of 8-10%. The skincare segment alone is expected to grow by 8.5% annually, reflecting the rising demand for high-quality and innovative products.



Health and Wellness Trends

A recent survey indicated that over 70% of consumers in Qatar are increasingly prioritizing wellness in their purchasing decisions, opting for products that enhance their overall well-being. The wellness tourism sector in Qatar is also expanding, projected to reach \$500 million by 2025, driven by interest in spa services, wellness retreats, and health-focused travel experiences.



Digital Transformation

E-commerce for beauty and wellness products in Qatar is booming, with a projected annual growth rate of 20%, driven by high internet penetration and a tech-savvy population. The increasing popularity of subscription services and online beauty consultations highlights a shift towards convenience and personalized shopping experiences.

These statistics underscore the significant growth potential within the Qatar Beauty & WellCare Show, making it a timely and essential platform for stakeholders looking to capitalize on emerging trends and meet the evolving needs of Qatari consumers.

Exhibits' Profiles

- **Skincare and Cosmetics:** Organic, dermatologically tested, and luxury brands.
- **Spa and Wellness Solutions:** Equipment, therapies, and technologies.
- **Fitness and Lifestyle:** Innovative fitness equipment, wearables, and programs.
- **Aesthetic Medicine and Devices:** Minimally invasive treatments and cutting-edge technologies.
- **Nutrition and Supplements:** Products promoting health, beauty, and vitality.



Why Exhibit

- Meet healthcare professionals, beauty experts, and wellness enthusiasts in one dynamic event.
- Showcase your products to an audience eager for innovation and quality.
- Establish your brand as a leader in a rapidly growing industry.
- Tap into Qatar's thriving healthcare and wellness market.
- Build valuable connections across healthcare, beauty, and wellness sectors.
- Explore partnerships that bridge healthcare and wellness for lasting impact.

Target Audience Profiles

The Qatar Beauty & WellCare Show will attract a diverse audience of professionals, enthusiasts, and stakeholders from various sectors, all eager to explore the latest innovations and trends.

- Healthcare Professionals
- Beauty and Wellness Practitioners
- Consumers and Beauty Enthusiasts
- Industry Leaders and Innovators
- Retailers and Distributors

The Venue

Doha Exhibition & Convention Center

The Qatar Beauty & WellCare Show 2025 will be held at the Doha Exhibition and Convention Center (DECC), a state-of-the-art venue located at the heart of the Qatari capital.

The 47,700 SQM venue includes five column-free halls spreading over 30,000 SQM and contains a main foyer, bistros, public restrooms, prayer rooms, a loading zone, storage, circulation space, and a car park that can accommodate nearly 5,000 vehicles and a multi-function hall. Located in the lively West Bay area, the DECC is easily accessible from several routes and will be connected to the Sheraton Park through an underground tunnel that will bring visitors to the naturally crescent-shaped Doha Corniche. The venue is also located 15 minutes away from Hamad International Airport and numerous hotels.



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The Organizer

International Fairs & Promotions

IFP Qatar is part of IFP Group, the Middle East's leading trade fair organizer. In the last 40 years, IFP has organized over 480 international trade fairs and conferences throughout the region and has established a client base of more than 35 governments and thousands of international companies and trade associations.

IFP works across a wide range of sectors and has delivered the region's most important events. The company's international trade fairs are designed to be ideal and dynamic platforms for foreign and local companies doing business in the Middle East and seeking exposure to top regional buyers and decision-makers.

Our unique blend of services enables both participants and visitors to reach qualified buyers and key decision-makers, generate new leads, and gain solid access to Middle East's lucrative markets. Our leading events are all certified by UFI, the Global Association of the Exhibition Industry. UFI approved events are reserved for exhibitions of high quality that meet or exceed internationally recognized standards of organization.

For more info, please visit www.ifpexpo.com

SECURE YOUR SPOT

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