



Baghdad  
Beauty Connection



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## BAGHDAD BEAUTY CONNECTION 2026

### Iraq's Premier Beauty & Wellness Fair.

Baghdad's golden hour



2026 April 1-4



Palms of Baghdad



# Headline Stats.



1.

85+ Exhibiting Companies Targeted.

2.

120,000+ Visitors Expected.

3.

78,000+ Attended in 2025.

4.

91% Satisfaction Rate (2025).

5.

9 Regional brands | 19 International brands | 22 Local brands.

6.

FORAS 10: A dedicated Space for Startups.

7.

Expanded Sectors: Now Featuring Cosmetic Treatments.



## The Most Influential Beauty Hub in Iraq.

Baghdad Beauty Connection is Iraq's leading influencer-powered beauty event. In 2025, the event's content reached millions, driven by appearances and coverage from top regional creators such as Noor Stars, Yusur Al-khalidi and Besan Ismail. Strategically designed and highly optimized for visibility, the event enables brands to achieve significant impact and audience reach within just a matter of hours.

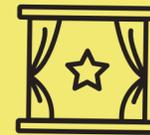
# For 2026, we are scaling up our Influencer Strategy.



Bigger live  
content zones



Creator-brand  
collaboration lounges



Meet & greet stages



Real-time campaigns  
during the event



A curated list of 15+  
lifestyle and beauty  
influencers



This makes Baghdad Beauty Connection the leading gathering hub for top influencers in Iraq's beauty and wellness scene.

# FMCG's Fastest-Growing Platform

The event continues to serve as the top hotspot for FMCG brands looking to position themselves in one of the Middle East's fastest-growing personal care markets.

**We focus on seven major verticals:**

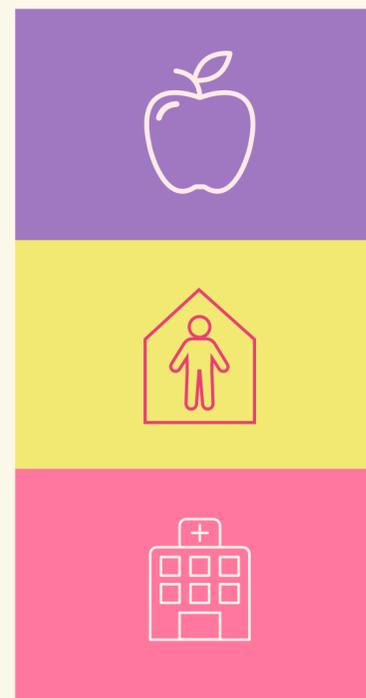


Skincare

Haircare

Makeup & Cosmetics

Fragrances & Grooming



Wellness & Nutrition

Hygiene & Personal Care

NEW: Cosmetic Treatments  
(clinics, injectables, skin-tech, etc.)



# Market Outlook.

The Iraqi beauty and personal care market is expanding steadily at a 6% CAGR, reaching an estimated \$2.98 billion in 2026, up from \$2.81 billion in 2025. Per capita spending has grown to \$75.47, reflecting stronger consumer engagement and product sophistication. Demand for cosmetic treatments and beauty tech is on the rise, especially among the 18–35 demographic.





# 2025 Recap.

54 companies exhibited

Major influencer and media presence

FORAS hosted over 10 startups

91% satisfaction rate



**78,000+**  
Attendees.



# 2026 Goals.



85+ exhibiting brands.

New Aesthetic Treatment Pavilion for clinics and cosmetic service providers.

FORAS 10 expanded to support investment and mentorship for 10+ startups.

30+ influencers onboarded

Powered by

# unfold

Unfold is Iraq's leading creative network, shaping cultural experiences and driving some of the country's most influential events. With specialized divisions in branding, space design, event management, and public relations, Unfold delivers fully integrated solutions that elevate how brands connect with people.

We are the team behind landmark projects such as the Baghdad Coffee & Tea Festival and a wide portfolio of commercial, governmental, and lifestyle campaigns—each executed with precision, relevance, and a deep understanding of local culture.

Through our expanding influencer ecosystem, in-house production capabilities, and strong B2B and retail integrations, Unfold ensures that every participating brand at Baghdad Beauty Connection is not only seen—but remembered.

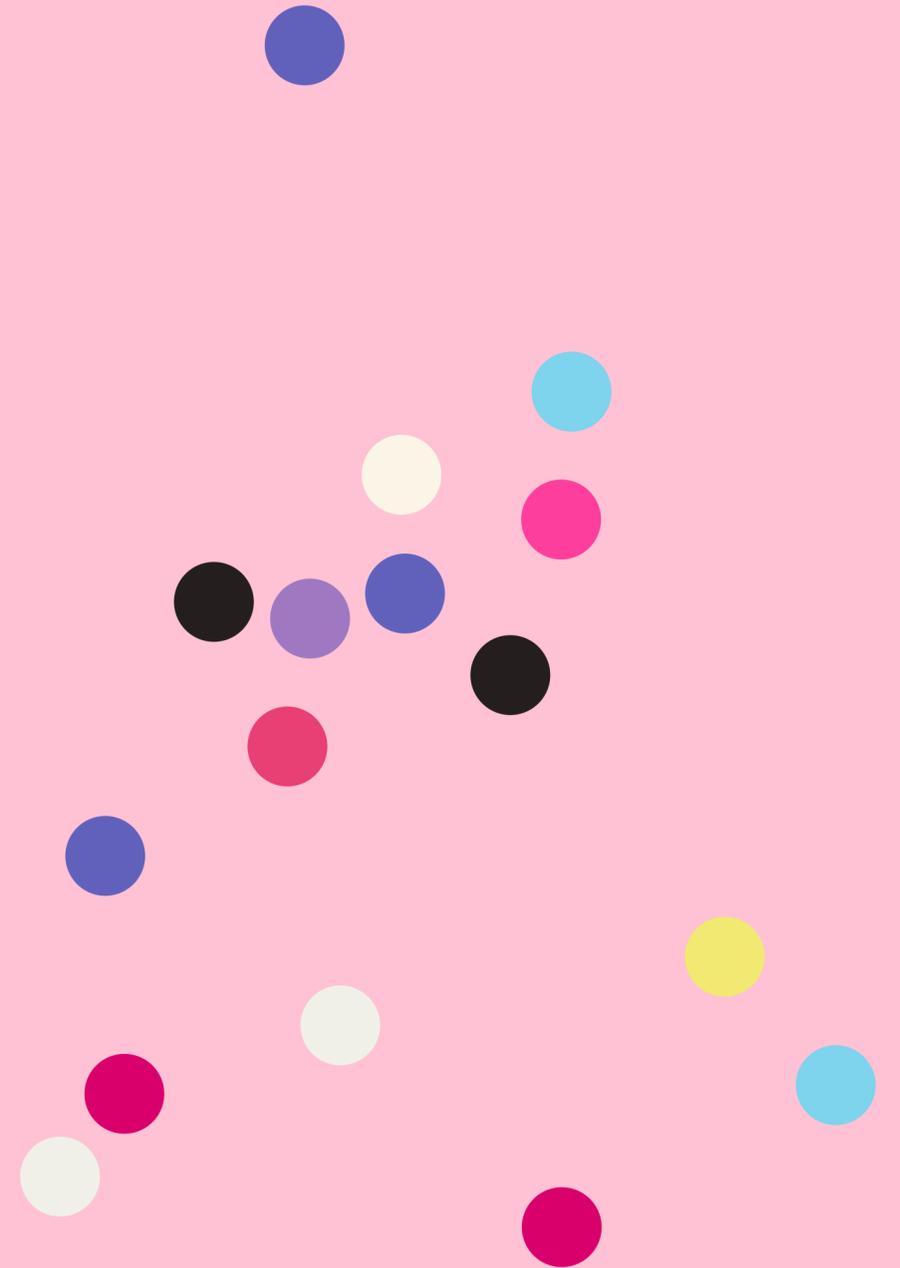




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**Be Seen.  
Be Shared.  
Be There.**

Whether you are a global brand, a regional distributor, a beauty startup, or a digital creator — Baghdad Beauty Connection 2026 is where Iraq's beauty economy meets real influence.





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**Book your space.  
Launch your products.  
Tap into the market's most powerful  
beauty platform.**

## **Get in touch**



+9647881000401  
+9647844202050



Info@unfoldnetwork.com





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