

# Personal Care & **HYGIENE SHOW** D H A K A



ORGANISED BY

**Squadmind**  
Ordinary to Extraordinary

IN ASSOCIATION WITH

EVENT PARTNER  
**Advice Alliance**



SUPPORTED BY



**kotra**  
Korea Trade-Investment  
Promotion Agency

Concurrent Expo  
  
**COSMETICA**  
D H A K A

August 8- 9 | 2025  
International Convention City Bashundhara (ICCB)  
Dhaka, Bangladesh

TAKE YOUR BUSINESS TO THE NEXT LEVEL!

## About the Show

The Personal Care & Hygiene Show 2025 is Bangladesh's leading trade exhibition focused on personal care, hygiene and toiletries. Taking place on 8-9 August, 2025, at ICCB, Hall 4, Dhaka, this event serves as a premier platform for businesses to showcase products, innovations and solutions to industry stakeholders. Designed to connect manufacturers, suppliers, distributors and retailers, the expo highlights cutting-edge trends and technologies driving the personal care and hygiene sectors. It offers unmatched opportunities to explore partnerships, gain insights into market dynamics and access a rapidly growing industry in Bangladesh. Whether you're looking to launch products, expand networks or enhance brand visibility, Personal Care & Hygiene Show 2025 is the ultimate destination for business growth and innovation.

## Market Insight: Personal Care Products in Bangladesh

Bangladesh's personal care and hygiene market is experiencing exponential growth driven by rising disposable income, urbanization and changing consumer preferences. The market size is projected to grow at a CAGR of 8-10% over the next five years. Key growth factors include:

Increasing awareness about personal hygiene and skincare.

Rising demand for natural and organic products.

Expanding middle class with higher spending capacity.

Growth in e-commerce platforms driving easy product accessibility.

Focus on sustainable and eco-friendly packaging.

This growth provides an excellent opportunity for businesses to tap into a lucrative and fast-growing market, making Personal Care & Hygiene Show 2025 the perfect platform to showcase products and capture market share.

## Why Participate?

**Expand Market Reach:** Tap into the booming personal care and hygiene market in Bangladesh.

**Brand Exposure:** Showcase your products and services to a focused audience.

**Generate Leads:** Meet potential buyers, partners and distributors.

**Discover Innovations:** Stay updated with the latest trends and technologies.

**Networking Opportunities:** Build valuable industry connections.

**Market Insights:** Gain firsthand knowledge about customer needs and preferences.



# Exhibit Profile

## Personal Care Products

Skincare, haircare, oral care, cosmetics, perfumes and grooming products.

## Hygiene Products

Sanitary napkins, diapers, wipes, disinfectants and hand sanitizers.

## Toiletries

Soaps, shampoos, conditioners, body washes and deodorants.

## Raw Materials & Ingredients

Essential oils, fragrances and active ingredients.

## Packaging Solutions

Bottles, jars, labels and sustainable packaging options.

## Machinery & Equipment

Manufacturing & processing machinery

## Private Label & OEM Services

Customized branding and manufacturing solutions.

## Retail & Distribution Services

E-commerce platforms and logistics solutions.

## Importers

Importers and Agents of FMCG products

## Exporters

Exporters of FMCG products

## Indentors

Indentors of industrial and finish goods

## Testing / Lab Equipment

Testing and Lab Equipment manufacturers

# Visitor Profile

Importers of FMCG Products  
Exporters of FMCG Products  
Local Distributors  
Industry Consultants  
Entrepreneurs & Startups  
Retail Chains

Beauty Professionals  
Industry Professionals  
Salon & Parlor Owners  
Online Retailers  
Investors & Financial Institutions  
Influencers & Media



## Special Attractions

### Product Launches:

Witness the unveiling of new and innovative products.

### Live Demonstrations:

Interactive demos showcasing product effectiveness.

### Workshops & Seminars:

Expert-led sessions on market trends and technologies.

### Networking Opportunities:

Connect with key decision-makers and industry leaders.

### Business Matchmaking:

Pre-arranged meetings for targeted collaborations

## BOOTH LAYOUT



## STANDARD AMENITIES

- » A furnished booth including Carpet
- » 2 Chairs
- » 1 Power Socket (220V), 5 Amp
- » Fascia Board
- » Trash Bin
- » Entry on Catalogue Listing and Exhibitor Pass
- » 1 Consultation Table
- » 1 Reception Table
- » 2 Shelves for Product Showcasing
- » 3 Spotlights or Fluorescent Lamps
- » Invitation Card 50 nos
- » 2 Gala Night Pass

## EXHIBITION SPACE RENTAL COST

- » Pre Fabricated Booth (Minimum 3m X 3m)  
USD 220/m<sup>2</sup>
- » Bare Space (Minimum 6m X 6m)  
USD 200/m<sup>2</sup>

Bare space installation fees shall be covered by the exhibitor.  
(Please refer to the Exhibitor Manual for more details.)

## EXHIBITION DETAILS



### Exhibition Dates

August 8- 9 | 2025

### Exhibition Timing

Show time : 10:00 AM to 08:00 PM

### Venue

International Convention City Bashundhara (ICCB)  
Kuril Bishwa Road, Adjacent to 300 Feet  
Purbachal Express Highway, Dhaka-1229,  
Bangladesh.

## PLEASE CONTACT FOR BOOKING

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