


BCH



6th INTERNATIONAL
EXHIBITION
FOR COSMETICS
& HYGIENE

11-13
JUNE
2026

DAKAR SENEGAL
CENTRE DES EXPOSITIONS
DE DAKAR DIAMNIADIO

 **POST SHOW REPORT**
2025

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 **HAGE** | HIGH
AIMS, GREAT
EXHIBITIONS



6th INTERNATIONAL EXHIBITION
FOR COSMETICS & HYGIENE

POST SHOW REPORT 2025

SHOW INFORMATION

Edition : 5th
Date : 19-21 June 2025

Next Edition Date : 11-13 June 2026
Organizer : Hage Exhibition

BCH EXPO, the largest West African international exhibition in Cosmetics and Hygiene sectors, concluded its remarkable 2nd edition from June 19 to 21, 2025, at the Exhibition Center of DIAMNIADIO in Dakar, Senegal, with an impressive opening ceremony by the Senegalese Minister of Trade and Small and Medium Enterprises, Mme. Aminata Assome DIATTA.

The event successfully brought together 56 exhibitors and showcased nearly 500 brands, attracting both local and international players in the industry.

With a potential market of over 421 million people in the region, the exhibition served as an excellent platform for networking and business opportunities. The participation of 3,879 professional buyers and B2B special purchasing delegations from neighboring countries facilitated productive business agreements.

As we move forward, we invite you to stay connected with us to be a part of shaping the future of the cosmetic and hygiene industries in West Africa.

NUMBER OF EXHIBITORS



56
EXHIBITORS



3
NATIONAL
PAVILIONS



2200m²
TOTAL SURFACE
OF THE SHOW

EXHIBITING COUNTRIES



TURKEY



UNIFIED
KINGDOM



IRAN



SENEGAL



GAMBIA



MAURITANIA



MOROCCO



FRANCE



ALGERIA



PAKISTAN

NUMBER OF VISITORS



17
COUNTRY



341
B2B MEETING



3879
TOTAL VISITORS

VISITING COUNTRIES



SENEGAL



GAMBIA



TUNISIA



UGANDA



GUINEA



LIBYA



MOROCCO



MALI



EGYPT



ALGERIA



NIGERIA



IVORY COST



PORTUGAL



CAMEROON



KENYA



MAURITANIA



CONGO

PRODUCT GROUPS EXHIBITED

- Personal care products
- Color cosmetics
- Natural cosmetics
- Hair care products
- Cleaning & hygiene products
- Beauty & aesthetic centers
- Baby cosmetics
- Professional beauty & hairdresser equipment

- Professional beauty & hairdresser products
- Nail care & nail decoration
- Home care & cleaning products
- Raw materials, packaging, machinery
- Label & contract manufacturing
- Associations & media



Video all participant comments and videos can be found on youtube. Click to watch or scan the qr code!

See you in
11-13 June 2026!

www.hagegroup.com