

# Cosmoprof's Enrico Zannini discusses millennials

By **Mary Jane Pittilla** on June, 28 2018 | Associations



As new distribution models shake up the purchasing behavior of millennial consumers, sustainability, personalization and wellness are key.



The number of professionals attending the Cosmoprof exhibition exceeded the 250,000 visitors of the 2017 edition

We speak with Enrico Zannini, Director of Cosmoprof Worldwide Bologna, to find out more about today's major beauty trends.

**DF&TRM: What product trends are you seeing in the fragrance and cosmetics industry?**

**EZ:** The fragrance and cosmetics industry is influenced by the two main trends of beauty world in general: sustainability and personalization. On the one hand, consumers are looking for green and

certified ingredients, restoring the natural equilibrium of the skin and body. On the other hand, there is deep research for personalized fragrances and formulas, fulfilling specific needs and taste. Personalized items are the new luxury today.



Enrico Zannini, Director of Cosmoprof Worldwide Bologna

**DF&TRM: How important is the wellness sector becoming in the industry?**

**EZ:** Wellness and spa are growing segments in the beauty industry. The hectic daily life we face in this historic period increases the need for beauty treatments restoring our wellbeing, a moment of relaxation for the care of the mind and the body together. The new wellness and spa centres need to satisfy the need for efficient treatments, a true escape from reality. This is why the main trends of this segment recall ancient philosophies and a bounce into nature.

**DF&TRM: What trends are you seeing in consumer behavior? Who is buying fragrance/cosmetics products now?**

**EZ:** Nowadays the main challenge for companies producing fragrances and skincare products is to attract millennials, creating a relationship with them, which may be similar to a traditional concept of “fidelity to the brand”.

## **DF&TRM: How is the industry targeting these consumers?**

**EZ:** Nowadays the different distribution channels make it possible for consumers to buy products anywhere, at any time and with almost no effort – not even moving from your sofa – so brands need to create a different relationship with customers, which must be more personal and responsive.



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## **DF&TRM: How important is travel retail to the industry? Is it becoming more important?**

**EZ:** Travel retail is a very important distribution channel for fragrance and skincare brands. The analysis of the economic data shows that travelers across the world are used to buying beauty products in duty free malls. This is a growing trend in the Middle East and emerging markets, above all, where local customers look for the international brands available in duty free as a status symbol for luxury.

### **“Astonishing” success for Cosmoprof 2018**

Cosmoprof 2018, which took place in March, registered astonishing results, according to Gianpiero Calzolari, President of BolognaFiere. The number of professionals attending the exhibition exceeded the 250,000 visitors of the 2017 edition. Record numbers were also registered for exhibitors – some 2,822, from 70 countries.



Some 2,822 exhibitors from 70 countries were showcased at Cosmoprof 2018

Great results were also seen for the Cosmoprof charity initiative, titled Boutique, dedicated to Roberto Kerkoc, Vice-President of BolognaFiere, who passed away last year. 20 exhibiting companies made their products available.

“Attendees took part in the initiative with passion, and the products were sold out from the very beginning of the show,” the organizers said. Proceeds went to the Istituto Scientifico Romagnolo per lo Studio e la Cura dei Tumori (IRST) – the institute in Emilia Romagna for research against cancer.

The organizers are already preparing for Cosmoprof Mumbai in September, further strengthening its international platform, which already spans Asia and North America.

Next rendez-vous for the Cosmoprof community: Cosmoprof North America in Las Vegas (from July 29 to 31), Cosmoprof India in Mumbai (September 10 to 11) and Cosmoprof Asia in Hong Kong (from November 13 to 15 with Cosmopack Asia and from November 14 to 16 with Cosmoprof Asia).