NEPAL
COSMETICS & WELLNESS
INTERNATIONAL EXPO

18 19 20
DECEMBER, 2026

Bhrikuti Mandap,
Kathmandu, Nepal

NEPAL'S PREMIER TRADE SHOW FOR COSMETICS, BEAUTY, WELLNESS & NUTRACEUTICALS



Organised By

ETSIPL | Futurex | mediaspace

Concurrently with

5th NEPAL PHARMA & HEALTH INTERNATIONAL EXPO

ABOUT THE EXPO

Nepal Cosmetics & Wellness Expo 2026 is a dedicated B2B platform bringing together manufacturers, importers, distributors, retailers, beauty professionals, wellness businesses and industry decision-makers across the rapidly evolving cosmetics, beauty, nutrition and wellness ecosystem.

The exhibition will showcase products and solutions across Nutraceuticals, Cosmetics, Beauty, Personal Care, Wellness, AYUSH, Herbal & Natural Products and allied sectors.

The Expo provides international and regional companies with an opportunity to enter the Nepal market, identify distributors, launch products, build partnerships and connect with qualified trade buyers.

The inaugural edition will take place from 18–20 December 2026 at Bhrikuti Mandap, Kathmandu, concurrently with the Nepal Pharma & Health International Expo 2026.

NEPAL'S COSMETICS & WELLNESS MARKET

Nepal's growing urban population, expanding retail sector and increasing consumer interest in personal care, beauty, nutrition, preventive health, natural products and wellness are creating opportunities across the cosmetics and wellness ecosystem.

Kathmandu serves as Nepal's principal commercial hub, while emerging markets across cities such as Pokhara, Bharatpur, Biratnagar, Birgunj, Butwal and Nepalgunj provide additional opportunities

The market brings together multiple channels including:

- Beauty & personal care retailers
- Pharmacies
- Supermarkets & modern trade
- E-commerce platforms
- Salons & beauty parlours
- Spas & wellness centres
- Hospitals & clinics
- Ayurvedic & wellness centres
- Importers & distributors
- Hotels & hospitality businesses

One Platform
Multiple
High-growth
Categories

One Market
Multiple
Business
Opportunities

WHY NEPAL?

A Growing Market for Beauty, Nutrition & Wellness.

Growing Consumer Interest
Increasing awareness around personal care, nutrition, preventive health, beauty and holistic wellness

Expanding Beauty & Personal Care Ecosystem
Growing opportunities across cosmetics, skincare, haircare, fragrances, personal care and professional beauty

Rising Demand for Nutraceuticals
Increasing interest in vitamins, minerals, supplements, functional nutrition and health-oriented products

Strong Potential for Natural & Herbal Products
Opportunities for Ayurvedic, herbal, organic and naturally positioned products

Import & Distribution Opportunities
International brands can connect with importers, distributors, retailers and institutional buyers looking to expand their portfolios

Kathmandu – Gateway to Nepal
Meet businesses from Kathmandu while creating connections with buyers and distributors from other major commercial centres

SHOW HIGHLIGHTS

1	2	3	4
Exhibitors	Visitors	Products and Services	Exhibition Area
150+	5000+	500+	10000 SQM

WHY EXHIBIT?

Meet Key Decision Makers
Connect with importers, distributors, retailers, beauty professionals and wellness businesses

Enter the Nepal Market
Explore opportunities to establish or expand your presence in Nepal

Find Distribution Partners
Meet potential agents, distributors, dealers and retail partners

Launch New Products
Use the Expo as a platform to introduce new brands, products and technologies

Build Your Brand
Increase visibility among trade buyers and industry professionals

Generate Business Leads
Develop qualified sales leads and establish new commercial relationships

Understand Market Demand
Interact directly with buyers and understand their product requirements

Develop Strategic Partnerships
Create partnerships across cosmetics, wellness, nutrition, beauty and allied sectors

EXHIBITOR PROFILE

NUTRACEUTICALS
- Vitamins & Minerals
- Dietary Supplements
- Functional Foods
- Sports Nutrition
- Health Supplements
- Probiotics & Prebiotics

BEAUTY
- Professional Beauty Products
- Salon Products
- Beauty Equipment
- Hair & Nail Care
- Professional Cosmetics

AYUSH & HERBAL
- Ayurveda
- Herbal Products
- Traditional Wellness
- Natural Products
- Plant-based Solutions

COSMETICS & PERSONAL CARE
- Skincare
- Haircare
- Makeup
- Fragrances
- Oral Care
- Personal Hygiene

WELLNESS
- Wellness Products
- Spa Products & Equipment
- Fitness & Lifestyle
- Sleep & Relaxation
- Preventive Wellness

OTHER SECTORS
- Organic Products
- Natural Ingredients
- Packaging
- Private Label
- Contract Manufacturing
- E-commerce & Beauty Technology

WHY VISIT?

EXPLORE
Discover the latest products, brands and innovations across cosmetics, beauty, nutrition and wellness

SOURCE
Identify new suppliers, manufacturers, distributors and product partners

NETWORK
Meet industry professionals, business owners and decision-makers from across Nepal and beyond

DISCOVER
Explore emerging trends in beauty, personal care, nutraceuticals, AYUSH and wellness

COMPARE
Evaluate products, technologies, brands and business opportunities under one roof

GROW
Find products and partnerships that can help expand your business

VISITOR PROFILE

- Importers & Distributors
- Pharmacies & Pharmacy Chains
- Cosmetics & Beauty Retailers
- Supermarkets & Modern Trade
- E-Commerce Companies
- Beauty Salons & Parlours
- Spas & Wellness Centres
- Ayurvedic & Wellness Centres
- Doctors & Nutrition Professionals
- Hotels & Hospitality Groups
- Beauty Professionals
- Dermatologists & Clinics
- Fitness & Wellness Businesses
- Manufacturers & Private Label Companies
- Government & Regulatory Officials
- Trade Associations & Industry Bodies
- Investors & Entrepreneurs
- Wholesalers, Dealers & Retailers



BUSINESS OPPORTUNITIES

YOUR GATEWAY TO THE NEPAL MARKET

PRODUCT LAUNCH
Introduce new brands and products to the Nepalese market

DISTRIBUTION
Identify importers, distributors, agents and retail partners

MARKET ENTRY
Explore opportunities to establish your brand in Nepal

BRAND EXPOSURE
Build awareness among relevant trade buyers and professionals

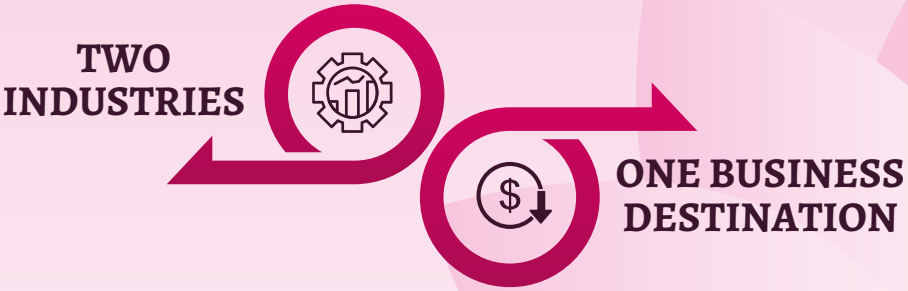
BUSINESS DEVELOPMENT
Generate new enquiries and commercial opportunities

MARKET INTELLIGENCE
Understand buyer requirements, pricing, competition and emerging trends

STRATEGIC PARTNERSHIPS
Develop collaborations with local and international businesses

CROSS-SECTOR OPPORTUNITIES
Connect cosmetics and wellness with pharmacies, healthcare, hospitality, retail and e-commerce

SPECIAL FEATURE



This creates an opportunity for exhibitors and visitors to explore the convergence of:

Healthcare × Nutrition × Beauty × Wellness × Personal Care

MARKETING & PROMOTIONAL PLAN

DIGITAL

- Social Media Campaigns
- Google & Digital Advertising
- Website Promotion
- E-Mail Marketing
- WhatsApp Campaigns
- SMS Campaigns

INDUSTRY OUTREACH

- Trade Associations
- Industry Partnerships
- Distributor Outreach
- Retailer Outreach
- Professional Database Campaigns
- Corporate Invitations

MEDIA

- Press Releases
- Media Partnerships
- Industry Publications
- Newspapers & Magazines
- Digital Media Outreach

ON-GROUND

- Hoardings & Billboards
- Venue Branding
- Roadshows
- Corporate Visits
- VIP Invitations
- Buyer Engagement
- Targeted Buyer Engagement
- Importers
- Distributors
- Retailers
- Pharmacies
- Salons
- Spas
- Wellness Centres
- E-Commerce
- Hospitality
- Beauty Professionals



ABOUT THE ORGANISERS

EXHIBITIONS & TRADE SERVICESINDIA PRIVATE LIMITED (ETSIPL)

Based out of Navi Mumbai, India, ETSIPL is an ISO 9001:2015 Certified Organisation with more than 12 years of experience in the promotion and organisation of trade exhibitions across the globe.

Through its international network and local partnerships, ETSIPL works across multiple markets to create business platforms connecting manufacturers, suppliers, buyers and industry stakeholders.

The existing brochure positions ETSIPL as the organisation driving international trade opportunities through exhibitions across global markets.

FUTUREX TRADE FAIR AND EVENTS PVT. LTD.

Futurex Trade Fair and Events provides business platforms through exhibitions, seminars, corporate events and industry gatherings, with a focus on connecting manufacturers and potential buyers.

Its experience in developing professional exhibition platforms supports the delivery of targeted B2B business opportunities.

MEDIA SPACE SOLUTIONS

Media Space Solutions is an established event and digital media organisation in Nepal, with experience in organising trade shows and building industry-focused platforms across multiple sectors.

Its local expertise, marketing network and visitor engagement capabilities support the development of professionally organised trade exhibitions in Nepal

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