MakeUp in LosAngeles 2026 Confirms Its Role as a Strategic Hub for a Transforming Beauty Industry

The 2026 edition of MakeUp in LosAngeles, held alongside Luxe Pack LosAngeles, reaffirmed its position as a key business and innovation platform at the intersection of formulation, packaging, and brand acceleration.

With 5,470 visitors (+11% vs. 2025) and 148 exhibitors, the show reflects a beauty industry in rapid transformation - driven by speed-to-market, hybridization of expertise, and increasing demand for integrated solutions.

Over two days, the event brought together brands, suppliers, and decision-makers shaping the next generation of skincare and color cosmetics, confirming LosAngeles as a strategic gateway between North America and global beauty ecosystems.

A Market in Acceleration: From Specialization to Integrated Solutions

The exhibitor landscape highlights a significant structural shift in the industry.

While Contract Manufacturers (46%) and Packaging suppliers (44%) remain dominant pillars, the continued rise of Full-Service providers (26%) reflects a growing demand from brands for agile, end-to-end development models.

This evolution signals a clear market dynamic: brands are no longer seeking isolated expertise, but partners capable of delivering speed, coherence, and scalability across the entire product lifecycle.

A Strong Global Footprint Reinforcing Cross-Regional Collaboration

MakeUp in LosAngeles 2026 gathered a highly international ecosystem of suppliers.

The United States leads with 36% of exhibitors, followed by strong contributions from South Korea (13.5%), Italy (11.5%), and China (10.1%).

This balanced representation of major beauty hubs reflects a deeper industry reality: innovation is increasingly global, collaborative, and interconnected.

The show continues to act as a bridge between Western markets and Asian innovation powerhouses, fostering cross-regional partnerships and accelerating go-to-market strategies.

Innovation at the Core: From Concept to Market Readiness

The 2026 edition further strengthened its positioning as a launchpad for innovation.

IT Awards — 94 innovations from 58 exhibitors

This year's competition evolved to better reflect market expectations, with:

- a unified Contract Manufacturing / OEM / ODM category
- the introduction of Ready-to-Market and Full-Service Awards

These developments highlight a key industry shift: innovation is no longer measured solely by creativity, but by its ability to reach the market quickly and effectively.

Beauty Tank Contest- Spotlight on Emerging Brands

- Sainte Labs (Skincare)
- Aware Hair (Makeup/Haircare)

Both brands illustrate the new generation of beauty entrepreneurs: agile, purpose-driven, and highly market-aware.

A Platform Designed for Business Impact

Beyond innovation, MakeUp in LosAngeles continues to stand out for its ability to generate high-value connections and tangible business opportunities.

The 2026 edition confirmed:

- strong attendance from both indie brands and established groups
- high engagement across the show floor
- a growing demand for curated, efficient, and business-oriented events

Leadership Perspective

"MakeUp in LosAngeles has become much more than a trade show. It is a strategic platform where the industry comes to accelerate innovation, build partnerships, and respond to a market that is moving faster than ever.

What we are seeing today is a clear shift toward integrated, agile models—and our role is to support and anticipate this transformation."

Asmaa Cherraf
Director, MakeUp in Shows

17 mars 2026

Looking Ahead

The next edition of MakeUp in LosAngeles will take place on February 23 & 24, 2027, G&H Halls at the LACC.

As the industry continues to evolve, the event will further strengthen its role as a catalyst for innovation, collaboration, and business growth across the global beauty value chain.

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