



FASHION  
& BEAUTY  
AFRICA



A WORLD OF  
BEAUTY &  
GLAMOUR

[www.africabeautyexpo.com](http://www.africabeautyexpo.com)

9 - 11  
JULY 2024

KENYATTA INTERNATIONAL  
CONVENTION CENTRE

Organized by



MIE EVENTS DMCC  
[www.mieevents.com](http://www.mieevents.com)



# ABOUT FAB AFRICA

FAB-AFRICA is the meeting place for fashion and beauty under one roof, a 3-day B2B Beauty and fashion trade show with the last day open to consumers. A platform for inspiration, information, and connection.

---

“ Whatever your brand, there’s  
a place for you at the  
**FAB-AFRICA** ”

---

FAB-AFRICA is more than just a trade show; it is where African fashion meets the rest of the world. Be part of the show that takes the glitz and glamour of this lucrative and high-demand beauty and wellness industry to another level.

The partnership between Hey Babe and MIE Events extends to a groundbreaking youth festival, featuring three days of vibrant exhibitions. The festival aims to connect youth-owned businesses, fostering meaningful B2B collaborations that contribute to the growth of the entrepreneurial landscape in Kenya.

## Concurrently:



Workshops



Meet & Greet



Runaway



Pop-up Stores



# AFRICA'S BOOMING BEAUTY & COSMETICS INDUSTRY

The beauty and cosmetics industry has become Kenya's new hub of investment that is pulling in big money to establish new lines of business and to snap up successful enterprises through multimillion-dollar acquisition deals.

Improvement and change in the current lifestyles of individuals have been among the key factors to the major growth of the Kenya Beauty and cosmetics industry.



## Beauty Industry

Importers are the biggest players in the foreign brands market in Africa. These guys bring in all kinds of cosmetic products from Europe, North America, the Middle East, and Asia. In fact, Dubai (United Arab Emirates) has become a hotspot for African importers to make orders for cosmetic products from across the world.

## Fashion Industry

Kenya is one of the leading apparel exporters in Sub-Saharan Africa, supported by a government that proactively backs the textile industry through policies such as **Buy Kenya, Build Kenya**.

Technology is playing a major role in shaping the future of the beauty sector in Kenya, with an increased focus on sustainability and the use of renewable energy sources during production.

Labels such as Maisha celebrate local craftsmanship through upcycling, while communities support the practice of sharing secondhand clothes. "Our clothes swaps are social spaces where participants can bond over a shared interest in conscious consumerism, music, fashion, sustainability, and art," says Mutete Bahkita, founder of 25Sw4p, a clothes-swapping facilitator and platform.

## BEAUTY INDUSTRY MARKET SIZE



With a population of almost 53 million, **Kenya has emerged as the sales and distribution hub of the East African markets in the recent years**

According to market research, the beauty industry in the Middle East and Africa was estimated at about \$30 billion in 2023. Of this figure, South Africa alone represented \$6 billion; Nigeria and Kenya are second and third among sub-Saharan nations, with Kenya's market totaling more than \$450 million.



In 2024, Kenya's health and education sectors are experiencing various trends and statistics. Kenya's budget allocation to health is below 15% of the national budget, which also translates to below 5% of the recommended share of the health budget to Gross Domestic Product (GDP). The government has proposed an allocation of **Sh141.2 billion** to the Health docket for the financial year 2023/24, with specific allocations for various healthcare initiatives such as Universal Healthcare Coverage (UHC) and disease-specific programs. The education sector has been allotted a total of Sh628.6 billion, with specific allocations for Free Primary Education, Free Day Secondary Schools, and other education initiatives.



## Health Education & Financing

- Kenya's budget allocation to health is below 15% of the national budget, which also translates to below 5% of the recommended share of health budget to Gross Domestic Product (GDP)
- Kenya's health system financing is predominantly tax-funded, with the government catering for about a third of financing, and the rest being private and out-of-pocket spending

## Education

- Government Spending: The education sector has been allotted a total of **Sh628.6 billion**, with specific allocations for Free Primary Education, Free Day Secondary Schools, and other education initiatives.
- Enrollment Rates: Net enrollment rates (NER) are significantly higher in pre-primary, primary, and secondary education for children from households in the top 20.
- Top Institutions: Kenya is regarded as one of the countries in Africa with the University of Nairobi being one of its top universities.





# AFRICA: A MARKET TO EXPLORE

The **Beauty & Personal Care Industry** in Kenya is one of the fastest-growing industries, with a market growth rate of 400% in just four years, from KSH 26 Billion in 2017 to KSH 100 Billion in 2022. The industry is projected to experience an annual growth rate of 0.00% (CAGR 2023-2028).

The Cosmetics market in Kenya is projected to grow by 9.00% (2023-2028), resulting in a market volume of US\$423.10 million in 2028.

The **Kenyan Care Products eCommerce market** is predicted to reach US\$185.4 million by 2023 and is expected to increase over the next few years, with a projected market volume of US\$212.6 million by 2027 and a compound annual growth rate (CAGR 2023-2027) of 3.5%. The Kenyan Care Products eCommerce market is also predicted to reach US\$185.4 million by 2023 and accounts for 8.1% of the total eCommerce market in Kenya.

The beauty and personal care market in Africa is estimated to grow by USD 5.28 billion from 2021 to 2026, according to Technavio. The market is estimated to grow at a CAGR of 6.5% during the forecast period. The growth momentum will accelerate due to product innovation, product line extension, and increased spending power of customers.



1

Kenya's Cosmetics market aims for a 9.00% growth (2023-2028), targeting US\$423.10 million in market volume by 2028.

2

The Kenyan Care Products eCommerce sector foresees growth to US\$212.6 million by 2027, projecting a 3.5% CAGR (2023-2027).



# FAB AFRICA VISITOR PROFILE

- Distributors
- Wholesalers
- Private Label Buyers
- Retail Chains &
- Discount Stores
- Department Stores
- Cosmetics Chain Stores
- Pharmacies
- Home Stores
- Online Stores
- Duty Free Stores
- Manufacturers
- Exporters
- Hairdressers
- Salon and Spa Owners
- Dermatologists
- Estheticians
- Press



# FAB AFRICA EXHIBITOR PROFILE

- Personal, Body, Skin and Hair Care
- Aesthetic and Dermatology
- Fragrance
- Nail Art
- Natural and Organic
- Beauty Accessories
- Spa and Wellness
- Local and International Fashion Designers
- Jewelry
- Footwear
- Textile
- Packaging and Equipment
- Trade Associations



## FEATURING



Introducing **Hey Babe Kenya**, where empowerment meets innovation! Our mission is to play a pivotal role in the transformation of youth and women's lives in Kenya. We're driven by the vision of creating sustainable solutions for the challenges faced by youth and women in our vibrant nation.

At Hey Babe Kenya, we offer a diverse range of products and initiatives to make a positive impact. From our thoughtfully crafted sanitary packs to strategically placed stations providing free sanitary products in public bathrooms, we're committed to addressing fundamental needs.

## *What we do*

But our journey goes beyond products. We're passionate about Corporate Social Responsibility (CSR) and conduct consultations, especially focusing on sanitary products, to reach underprivileged students across Kenya. We believe in making a difference where it matters most.

Excitingly, we've teamed up with MIE for a groundbreaking youth festival! Picture 3 days of vibrant exhibitions, connecting youth-owned businesses for meaningful B2B collaborations. On the 4th day, we delve into broader issues –physical and mental health, embracing our rich African fashion and beauty, and cultivating a holistic, empowered youth in Kenya.

Join us in shaping a future where empowerment and innovation go hand in hand. **Hey Babe Kenya is not just a company; it's a movement for positive change.**



# ABOUT THE ORGANIZER

## MIE GROUPS

- Founded in 2000: Professional exhibitions, trading and consulting organization
- International Offices in Dubai, KSA & USA  
3 Offices in Africa  
8 Offices across China
- Organized over 100,000 + international trading companies to exhibit in the Middle East & Africa
- Helping business growth of global entrepreneurs around the world

## MIE GLOBAL PLATFORMS



In partnership:



# FASHION & BEAUTY AFRICA

For inquiries, please contact:

*International:*

**Shraddha Tawde**, Project Manager

MIE Events DMCC

**E:** shraddha.tawde@mie.ae

**T:** +971 55 482 1580

*Local:*

**Victoria Moraa Mosoti**, Co-Founder

Hey Babe -Kenya

**E:** victoriamosoti@gmail.com

**T:** +254 719 717173

**Hillary Akoto**, Head of Sales

Global Exhibitions (GEX)

**E:** akoto@global-exhibitions.org

**T:** +254 794 007810



**FAB AFRICA**

Visit our website:

[www.africabeautyexpo.com](http://www.africabeautyexpo.com)