



Industry Buzz

# MakeUp in New York 2022 welcomed 3,453 visitors

Premium Beauty News

27 September 2022

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The latest edition of **MakeUp in New York**, which was held on 14 and 15 September 2022, hosted 124 skincare and makeup suppliers and welcomed 3,453 participants, confirming the dazzling recovery of the industry and the growing expectations for skincare and makeup business, according to the organizers.

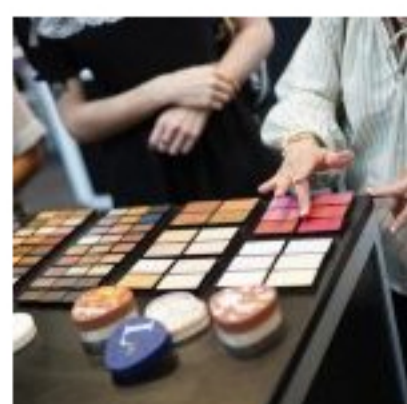
The participants came from 36 different countries, including the USA, Canada, Korea, Italy, France, Mexico, Netherlands, United Kingdom, Argentina, Japan, Australia, etc. Among the skincare and makeup brands visiting the show, 50% were "Legacy Brands", 45% were "Indie Brands" and 5% were DNVB.

Furthermore, +70% of the visitors were brands managers and decision makers: R&D, design creation, laboratory, marketing, product development and packaging development.

"The trend towards cosmetic hybridization was also noticeable in terms of attendees, with +83% of visitors interested both in skincare and makeup," added the organizers.

The next edition of MakeUp in New York will be held on September, 20 & 21, 2023 at the Javits Center.

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