



FOR IMMEDIATE RELEASE

Dubai. Tuesday September 25th, 2018.

ITP Media Group to launch Middle East Beauty in November 2018

ITP Media Group has announced the launch of Middle East Beauty. The launch of the B2B brand will include a monthly magazine, a website and social media platforms.

The GCC's buoyant and rapidly growing beauty market is forcing international brands to take notice. Cosmetics conglomerates are being challenged by local players and home-grown brands targeting a tech-savvy, highly connected generation of consumers. In short, the Middle East Beauty industry is changing the world.

According to Euromonitor International, the retail value of the Middle East and Africa's beauty and personal care market was worth US\$32.7 billion in 2017. This figure is estimated to grow to US\$35.9 billion in 2018 and reach an impressive US\$47.5 billion by 2021. The UAE, home to billion dollar beauty brand Huda Beauty, saw an average spend of US\$241 on beauty and personal care in 2017, placing the country 9th in the world in terms of per capita spend.

Middle East Beauty, with its distinct editorial remit, will connect industry figures, artists, stylists, beauty business owners, spa managers, regional distributors and product manufacturers. The magazine and its website will feature exclusive interviews with the region's leading beauty players as well as product releases, events, innovations, legislation and industry trends.

Middle East Beauty has a targeted readership of owners and operators of salons, barbers, spas and aesthetic medical service providers. The title's varied and insightful content will provide its audience with vital business intelligence that will aid in their everyday decision making.

Alex Reeve, Managing Director, ITP Business, ITP Customer said: "We are pleased to announce the launch of Middle East Beauty. Changing social dynamics and growing audience of both men and women with high disposable incomes have transformed the Middle East into the fastest growing beauty market in the world. Led by an experienced and creative team, our new launch will provide its readers with an in-depth analysis of this booming industry. "

ENDS



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Notes to editors

About ITP Media Group

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and digital talent agency. Brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar Arabia, Hello! Middle East, Construction Week and Condé Nast Traveller Middle East, plus representation of leading digital talent including MoVlogs, Rosemin Manji and Hassan Ghoneim. ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a multi-platform approach. www.itp.com