

POST SHOW  
**REPORT**  
2025



**CosmoPharm**  
pack

INTERNATIONAL PACKAGING TRADE  
FAIR FOR THE PHARMACEUTICAL,  
COSMETIC, AND BEAUTY INDUSTRY

POLAND, WARSAW

**04-06.09.2025**

PTAK  
WARSAW  
EXPO

ufi  
Member

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

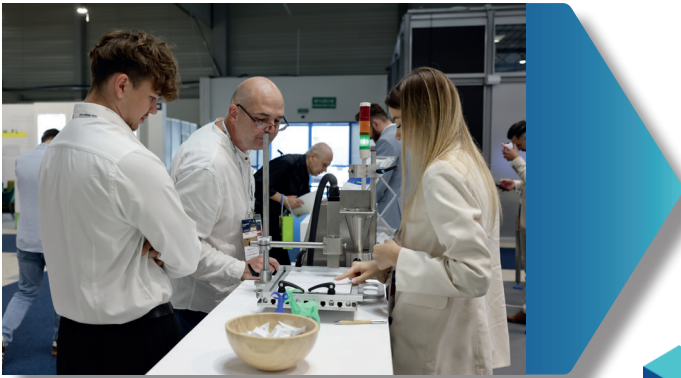
TRADE FAIR AND CONFERENCE PARTNERS:



## Event description

**CosmoPharm PACK Expo 2025**, held on September 4–6, 2025, brought together for the first time representatives of the pharmaceutical, cosmetics, and beauty industries in one place. The event was aimed at manufacturers of cosmetics and pharmaceuticals, packaging suppliers, companies offering packaging machinery and labeling technologies, laboratories, quality control specialists, logistics professionals, and those seeking modern solutions in product design, manufacturing, and packaging.

During the trade fair, a wide range of innovations was presented, including modern raw materials and packaging materials, packaging machines and systems, solutions automating production processes, labeling and marking technologies, as well as eco-friendly and sustainable packaging formats. Exhibitors also showcased tools and technologies supporting business development in the pharmaceutical and cosmetics sectors.



## EVENT STATISTICS

**15 000 m<sup>2</sup>**  
exhibition  
space

**3413**  
visitors

**61**  
exhibitors

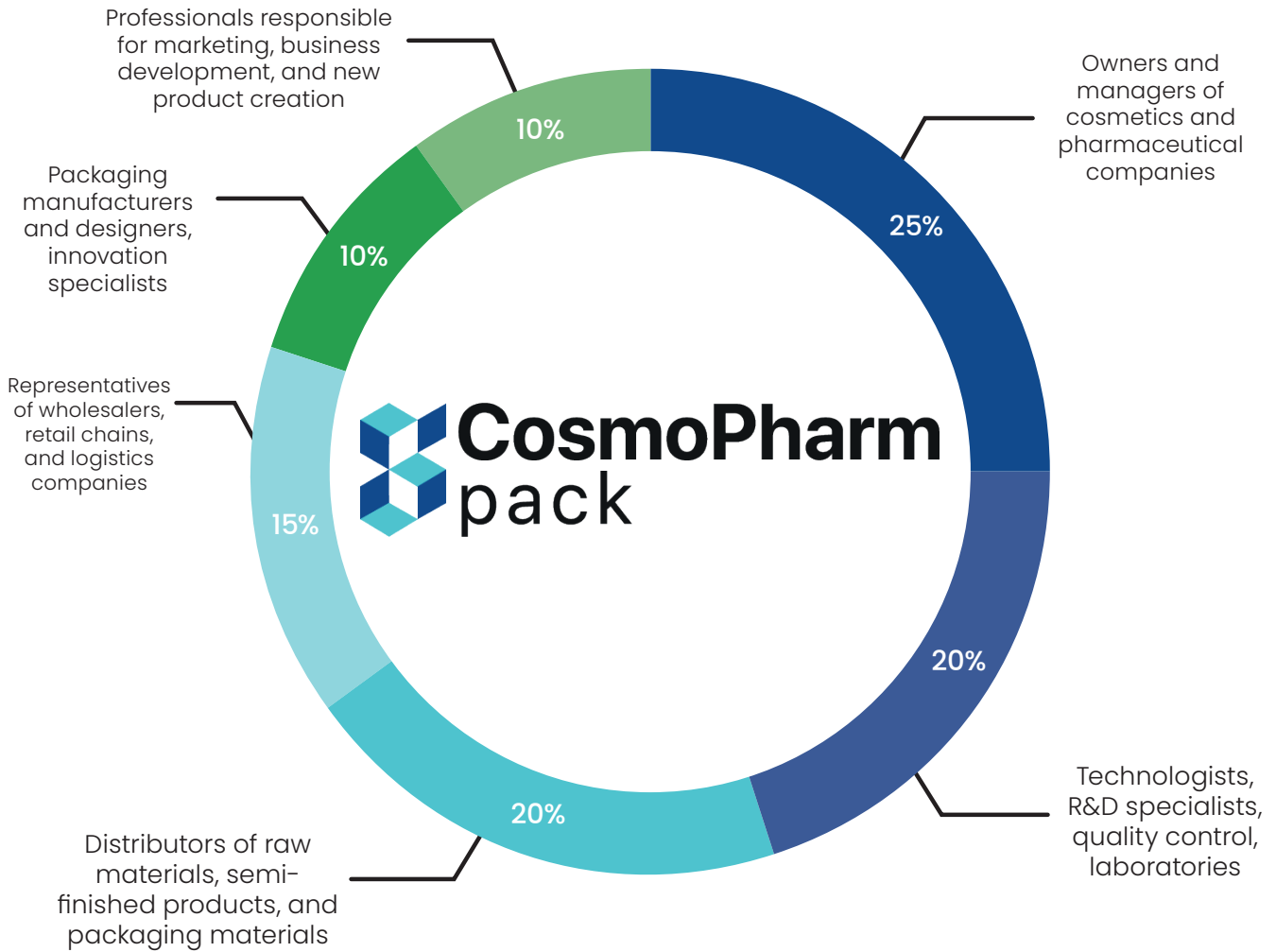
## WHO ARE OUR VISITORS:

Visitors of **CosmoPharm PACK Expo 2025** included representatives of key sectors of the pharmaceutical, cosmetics, chemical, and packaging industries. Among the attendees were owners and managers of cosmetics and pharmaceutical companies, as well as professionals responsible for production, technological processes, and quality control, along with specialists in R&D, procurement, and product development.

The event was also attended by representatives of laboratories, distributors of raw materials, semi-finished products, and packaging materials, logistics companies, as well as professionals responsible for marketing, branding, and packaging design.



## VISITORS' SECTOR INTERESTS:



## VISITORS INCLUDED REPRESENTATIVES OF COMPANIES SUCH AS:



## VISITOR STRUCTURE:

**3413**  
all visitors

**94%**  
visitors  
from Poland

**6%**  
international  
visitors

**Visitors also came from countries  
such as:**

Lithuania, Latvia, Slovakia, Germany, the Czech Republic, Ukraine, Italy, the United Kingdom and Estonia.

## MAIN REASONS WHY OUR VISITORS ATTEND COSMOPHARM PACK:

**74%** – Access to the latest technologies, machinery, and equipment used in the production of cosmetics, pharmaceuticals, and packaging and labeling processes

**69%** – Participation in presentations of market trends, technology showcases, expert panels, and industry conferences related to innovations in cosmetics and pharmaceuticals

**61%** – Expanding knowledge of modern production solutions, line automation, process optimization, and product safety and quality

**57%** – Establishing contacts with suppliers of raw materials, components, packaging materials, labels, dosing systems, and technological solutions

**52%** – Exploring special offers, market premieres, new products, and business development inspiration

**47%** – Opportunity to test packaging machines, production equipment, automation systems, and laboratory technologies “live” during the trade fair



## STRONG INDUSTRY REPRESENTATION IN THE PREVIOUS EDITION:

### PACKAGING, PACKAGING SOLUTIONS:



### MACHINERY, EQUIPMENT AND TECHNOLOGIES:



### LABELING, PRINTING:



### ECOLOGY, INNOVATIVE SOLUTIONS:



### ORGANIZATIONS, INNOVATIONS:



PREVIOUS  
EXHIBITORS LIST



## WHAT THOSE WHO HAVE ALREADY BEEN WITH US SAY:



“The decision to participate in the trade fair was driven by our willingness to showcase our products using our technology to producers in the cosmetics and pharmaceutical industries. As these were truly the first trade fairs of this kind we had encountered, we were very enthusiastic about attending. We definitely rate the organization very highly. Regardless of the actual financial results we achieve after the event, we will be interested in attending the next edition, as the opportunity to speak directly with clients is invaluable.”



“As a media patron of events organized by Ptak Warsaw Expo, we are pleased to support the development of valuable industry initiatives. We appreciate both the broad scope of the trade fairs and, consequently, the quality of the solutions presented. The space for meetings and substantive discussions makes it an increasingly important event in the industry calendar year after year.”



“Ptak Warsaw Expo is a high-class organizer of trade fairs and conferences. The Polish Chamber of Packaging positively evaluates its cooperation with Ptak Warsaw Expo as a reliable partner.”

# MARKETING AND PR

We promote each event in a comprehensive and multi-channel way – implementing modern digital marketing campaigns, including advertising on Google, Facebook, and Instagram, as well as actively managing our YouTube profile. We send mailings, newsletters, and SMS messages, prepare elegant printed invitations, and also contact potential visitors directly through phone calls. We analyze which countries show the highest demand for this type of event and direct our promotional activities there to reach the right audience.

## GOOGLE

**3,36m**

VIEWS

**27,6k**

CLICKS

## FACEBOOK

**41 274**

WEBSITE  
VISITS

**24 434**

AD CLICKS

**2 534**

VISITS  
FROM FB

## GENERAL INFORMATION

**22 116**

WEBSITE  
VISITS

**100 000**

contacts

DATABASE WE  
WORK WITH

**18 618**

INVITATIONS  
SENT



# PARTNERS AND PATRONS

Marketing of our events is not limited to advertising campaigns and sending invitations – it also involves strategic cooperation with key industry players. We collaborate with institutions representing sector professionals, industry media, prestigious publications, and creators of specialized blogs in Poland and abroad. Thanks to this, we effectively attract professional visitors and ensure maximum reach and measurable business results for our exhibitors.

## TRADE FAIR PATRONS



“Ważenie, Dozowanie, Pakowanie” is a quarterly magazine published by Industry Publisher Sp. z o.o. in both print and electronic formats. It is a leading industry publication dedicated to weighing, dosing, and packaging processes, continuously present on the market since 2001. For over two decades, it has supported engineers, designers, specialists, and technical managers by providing reliable information, analyses, and technological inspiration.



Biotechnologia.pl is the largest industry portal in Poland, delivering the latest information from the fields of biotechnology, cosmetology, pharmaceuticals, and technology.



“Kosmetyki i Detergenty” is a business and information quarterly created for companies seeking reliable, up-to-date, and professionally prepared insights into the cosmetics market, the chemical industry, and related sectors, including service providers for the industry.

## MEDIA SUPPORTING THE FAIR COSMOPHARM PACK 2025



## CONFERENCES AND ACCOMPANYING EVENTS:

**CosmoPharm 2025** was filled with industry events – conferences, panels, and presentations – which expanded participants' knowledge and addressed the most important topics for the packaging sector.

Visitors had the opportunity to take part, among others, in the conference **“Design, Technology, Ecology: Modern Packaging 2025”**, during which experts from Creative Packaging Group discussed the importance of innovative design, the use of new materials, and the role of ecology in production processes. The meeting allowed participants to explore future trends, practical technological solutions, and inspirations for implementation in business.

Another key point of the program was the **CosmoPharm Innovation Conference**, where modern machinery, raw materials, and technologies supporting automation and robotization of processes were presented. Presentations by practitioners enabled participants to see real-life applications and better understand the potential of modern solutions in everyday production.

There were also **Trend Panels and Exhibitor Presentations**, during which companies showcased their innovative products and directions for the development of the packaging industry for pharmaceuticals, cosmetics, and the beauty sector.

# TRADE FAIR AWARDS

## TRADE FAIR MEDAL WINNERS:

### KEY TRADE FAIR PARTNER:



### CO-CREATOR OF THE FAIR'S SUCCESS:



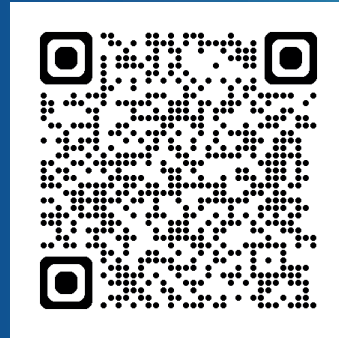
### ADDITIONAL DISTINCTION FROM THE NATIONAL FEDERATION OF SMALL AND MEDIUM ENTERPRISES AWARDED TO:





# CosmoPharm pack

**RESERVE  
YOUR BOOTH**



**SEPTEMBER 22-24, 2026**



**CONTACT OUR TEAM:**

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