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Beauty and Personal Care in Turkey

https://marketpublishers.com/r/B0F78834BA5EN.html
Date: April 2024
Pages: 131
Price: US$ 2,650.00 (Single User License)
ID: B0F78834BA5EN

Abstracts

The year 2023 presented a unique challenge for beauty and personal care in Turkey. Economic uncertainty, fuelled by rising prices and a slow GDP recovery, has led to a more cautious consumer. Consumers are adopting a more conservative approach to spending, prioritising essential items, and carefully considering discretionary purchases. This shift is reflected in the increased popularity of mass brands across various categories. These brands offer affordability, a critical factor for many consume...

Euromonitor International's Beauty and Personal Care in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
April 2024

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