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Hair Care in Turkey

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Abstracts

Some Coronavirus (COVID-19) pandemic habits continued at the end of the review period, such as the increase in the demand for colourants. Due to the strong pressure on purchasing power, many consumers continued to carry out their hair and beauty regimes at home, instead of seeking the help of professionals in salons, in order to save money. Manufacturers of hair care products might seek to entice consumers by downsizing their products, in this way keeping unit prices stable. The owners of the Pa...

Euromonitor International's Hair 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

Get a detailed picture of the Hair Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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