

Personal Services in Turkey

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Abstracts

The personal services industry witnessed sluggish growth during 2018, as the Turkish economy witnessed a currency and debt crisis, severely affecting private consumption. Political uncertainties, financial market pressures, a sharp lira depreciation and tight macroeconomic policy resulted in a significant decline in domestic demand. Commercial banks increased their monthly interest rates on consumer lending following the Turkish Central Bank increasing the base interest rate, leading to a higher...

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Personal Services market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Funeral and Related Services, Hairdressing and Beauty Treatment, Solariums, Spas and Similar Services, Washing and Cleaning.

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

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Get a detailed picture of the Personal Services market;

Pinpoint growth sectors and identify factors driving change;

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

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

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