

Super Premium Beauty and Personal Care in Turkey

https://marketpublishers.com/r/S27AB65DA74EN.html

Date: January 2021

Pages: 22

Price: US\$ 660.00 (Single User License)

ID: S27AB65DA74EN

Abstracts

While registering declining sales in 2020, super premium beauty and personal care overall proved comparatively resilient in the face of the COVID-19 pandemic relative to other categories of luxury goods. Skin care, body care and hair care were the most resilient, with many luxury brands offering free online skin and beauty consultation owing to store closures. Face mask wearing has tended to create new skin care concerns such as irritation and dryness, thereby helping to reinforce preventative s...

Euromonitor International's Super Premium Beauty and Personal Care in Turkey report offers a comprehensive guide to the size and shape of the Super Premium Beauty and Personal Care 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 and their effects on Super Premium Beauty and Personal Care retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

Product coverage: Other Super Premium Beauty and Personal Care, Super Premium Colour Cosmetics, Super Premium Fragrances, Super Premium Skin 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 Super Premium Beauty and Personal Care 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.

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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Store closures and reduced tourist spending hit sales as COVID-19 leads to a greater focus on preventative skin health

Currency depreciation leads to price rises, encouraging discounting and more affordable offerings from retailers in 2020

Store closures accelerate growth of e-commerce in 2020 as players expand their digital offerings

RECOVERY AND OPPORTUNITIES

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