

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.

Contents

KEY DATA FINDINGS

2020 IMPACT

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

Muted recovery for super premium beauty and personal care over the forecast period

Players set to focus on combating counterfeit goods and promoting sustainable credentials

Ongoing currency instability set to put pressure on pricing as technology takes centre stage in the post-pandemic landscape

CATEGORY DATA

Table 1 Sales of Super Premium Beauty and Personal Care by Category: Value 2015-2020

Table 2 Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of Super Premium Beauty and Personal Care: % Value 2015-2019

Table 4 LBN Brand Shares of Super Premium Beauty and Personal Care: % Value 2016-2019

Table 5 Distribution of Super Premium Beauty and Personal Care by Format: % Value 2015-2020

Table 6 Forecast Sales of Super Premium Beauty and Personal Care by Category: Value 2020-2025

Table 7 Forecast Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on luxury goods

COVID-19 country impact

Company response

Retailing shift

What next for luxury goods?

MARKET INDICATORS

Table 8 Number of High Net Worth Individuals (HNWI): 2015-2020

MARKET DATA

Table 9 Sales of Luxury Goods by Category: Value 2015-2020

Table 10 Sales of Luxury Goods by Category: % Value Growth 2015-2020

Table 11 Inbound Receipts for Luxury Goods by Country of Origin: Value 2015-2020

Table 12 NBO Company Shares of Luxury Goods: % Value 2015-2019

Table 13 LBN Brand Shares of Luxury Goods: % Value 2016-2019

Table 14 Distribution of Luxury Goods by Format and Category: % Value 2020

Table 15 Forecast Sales of Luxury Goods by Category: Value 2020-2025

Table 16 Forecast Sales of Luxury Goods by Category: % Value Growth 2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Super Premium Beauty and Personal Care in Turkey

Product link: <https://marketpublishers.com/r/S27AB65DA74EN.html>

Price: US\$ 660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S27AB65DA74EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970