

Haircare in Turkey - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Haircare in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms and relaxers, salon hair care, shampoo and styling agents. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2020 exchange rates.

The Turkish haircare market had total revenues of \$286.6m in 2020, representing a compound annual growth rate (CAGR) of 3.4% between 2016 and 2020.

Market consumption volume increased with a CAGR of 1.7% between 2016 and 2020, to reach a total of 158.1 million units in 2020.

Growing acceptance of grooming culture and a large young population primarily benefited the Turkish haircare market's growth during the review period.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the haircare market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in Turkey

Leading company profiles reveal details of key haircare market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey haircare market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Turkey haircare market by value in 2020?

What will be the size of the Turkey haircare market in 2025?

What factors are affecting the strength of competition in the Turkey haircare market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's haircare market?

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