

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

<https://marketpublishers.com/r/M07C679ABE16EN.html>

Date: December 2021

Pages: 34

Price: US\$ 350.00 (Single User License)

ID: M07C679ABE16EN

Abstracts

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SUMMARY

Make-Up in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, 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 make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up segment consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2020 exchange rates.

The Turkish make-up market had total revenues of \$258.2m in 2020, representing a compound annual growth rate (CAGR) of 8.8% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2.4% between 2016 and

2020, to reach a total of 76 million units in 2020.

The country's large young population, stable economy, and the growing acceptance of grooming culture during the review period helped the market to grow at a strong rate.

SCOPE

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

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

Leading company profiles reveal details of key make-up market players' global operations and financial performance

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

REASONS TO BUY

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

What will be the size of the Turkey hot drinks market in 2025?

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

How has the market performed over the last five years?

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

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