+44 20 8123 2220
info@marketpublishers.com

Make-Up in Turkey

https://marketpublishers.com/r/MEFF3693253EN.html
Date: August 2020
Pages: 34
Price: US$ 350.00 (Single User License)
ID: MEFF3693253EN

Abstracts

Make-Up in Turkey

SUMMARY

Make-Up in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). 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 retail sales of face make-up, eye make-up, lip make-up and nail make-up. 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 2019 exchange rates.

The Turkish make-up market had total revenues of $315.2m in 2019, representing a compound annual growth rate (CAGR) of 11.5% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.4% between 2015 and 2019, to reach a total of 78.6 million units in 2019.

Despite unstable economic conditions, such as the rising unemployment rate and declining consumer purchasing power, the market recorded strong growth during the review period.

+44 20 8123 2220
info@marketpublishers.com

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 make-up market by value in 2019?

What will be the size of the Turkey make-up market in 2024?

What factors are affecting the strength of competition in the Turkey make-up market?

How has the market performed over the last five years?

Who are the top competitiors in Turkey's make-up market?

+44 20 8123 2220
info@marketpublishers.com

Contents

1 EXECUTIVE SUMMARY

1.1. Market value
1.2. Market value forecast
1.3. Market volume
1.4. Market volume forecast
1.5. Category segmentation
1.6. Geography segmentation
1.7. Market share
1.8. Market rivalry
1.9. Competitive Landscape

2 MARKET OVERVIEW

2.1. Market definition
2.2. Market analysis

3 MARKET DATA

3.1. Market value
3.2. Market volume

4 MARKET SEGMENTATION

4.1. Category segmentation
4.2. Geography segmentation
4.3. Market distribution

5 MARKET OUTLOOK

5.1. Market value forecast
5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

6.1. Summary
6.2. Buyer power

+44 20 8123 2220
info@marketpublishers.com

6.3. Supplier power
6.4. New entrants
6.5. Threat of substitutes
6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

7.1. Market share
7.2. Who are the leading players?
7.3. Which companies have been most successful in increasing their market shares in the last four years?
7.4. Which companies' market shares have suffered in the last four years?
7.5. What are the most popular brands in the market?
7.6. What have been the most significant M&A deals in the Turkish make-up market over the last four years?

8 COMPANY PROFILES

8.1. L'Oreal SA
8.2. Erkul Kozmetik Sanayi Ve Ticaret AS

9 MACROECONOMIC INDICATORS

9.1. Country data

10 APPENDIX

10.1. Methodology
10.2. About MarketLine

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: Turkey make-up market value: $ million, 2015-19
Table 2: Turkey make-up market volume: million units, 2015-19
Table 3: Turkey make-up market category segmentation: $ million, 2019
Table 4: Turkey make-up market geography segmentation: $ million, 2019
Table 5: Turkey make-up market distribution: % share, by value, 2019
Table 6: Turkey make-up market value forecast: $ million, 2019-24
Table 7: Turkey make-up market volume forecast: million units, 2019-24
Table 8: Turkey make-up market share: % share, by value, 2019
Table 9: L'Oreal SA: key facts
Table 10: L'Oreal SA: Annual Financial Ratios
Table 11: L'Oreal SA: Key Employees
Table 12: L'Oreal SA: Key Employees Continued
Table 13: Erkul Kozmetik Sanayi Ve Ticaret AS: key facts
Table 14: Turkey size of population (million), 2015-19
Table 15: Turkey gdp (constant 2005 prices, $ billion), 2015-19
Table 16: Turkey gdp (current prices, $ billion), 2015-19
Table 17: Turkey inflation, 2015-19
Table 18: Turkey consumer price index (absolute), 2015-19
Table 19: Turkey exchange rate, 2015-19

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: Turkey make-up market value: $ million, 2015-19
Figure 2: Turkey make-up market volume: million units, 2015-19
Figure 3: Turkey make-up market category segmentation: % share, by value, 2019
Figure 4: Turkey make-up market geography segmentation: % share, by value, 2019
Figure 5: Turkey make-up market distribution: % share, by value, 2019
Figure 6: Turkey make-up market value forecast: $ million, 2019-24
Figure 7: Turkey make-up market volume forecast: million units, 2019-24
Figure 8: Forces driving competition in the make-up market in Turkey, 2019
Figure 9: Drivers of buyer power in the make-up market in Turkey, 2019
Figure 10: Drivers of supplier power in the make-up market in Turkey, 2019
Figure 11: Factors influencing the likelihood of new entrants in the make-up market in Turkey, 2019
Figure 12: Factors influencing the threat of substitutes in the make-up market in Turkey, 2019
Figure 13: Drivers of degree of rivalry in the make-up market in Turkey, 2019
Figure 14: Turkey make-up market share: % share, by value, 2019

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Make-Up in Turkey
Product link: https://marketpublishers.com/r/MEFF3693253EN.html
Price: US$ 350.00 (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/MEFF3693253EN.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

Custumer 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