

# Personal Hygiene in Turkey - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Personal Hygiene in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 personal hygiene market consists of retail sale of anti-perspirants and deodorants, bath & shower products, and soap. The anti-perspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel, and solid formats. The bath & shower segment consists of bubble-baths and bath time washing gels and lotions. The segment also includes non-liquid products added to baths such as bath bombs, beads, and salts. The soap segment consists of both bar soap and liquid soaps. 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 personal hygiene market had total revenues of \$366.1m in 2020, representing a compound annual growth rate (CAGR) of 8% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2.5% between 2016 and 2020, to reach a total of 409 million units in 2020.

Changes in consumer lifestyles occurred due to strong economic growth coupled with increasing disposable income.

## **SCOPE**

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey personal hygiene market with five year forecasts

## **REASONS TO BUY**

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

What will be the size of the Turkey personal hygiene market in 2025?

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

How has the market performed over the last five years?

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

## 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

- 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 in the Turkish personal hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years (2016-2020)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Evyap Sabun Yag Gliserin San ve Tic AS
- 8.2. Colgate-Palmolive Co
- 8.3. Beiersdorf AG

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Related MarketLine research
- 10.3. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Turkey personal hygiene market value: \$ million, 2016-20
- Table 2: Turkey personal hygiene market volume: million units, 2016-20
- Table 3: Turkey personal hygiene market category segmentation: \$ million, 2020
- Table 4: Turkey personal hygiene market geography segmentation: \$ million, 2020
- Table 5: Turkey personal hygiene market distribution: % share, by value, 2020
- Table 6: Turkey personal hygiene market value forecast: \$ million, 2020-25
- Table 7: Turkey personal hygiene market volume forecast: million units, 2020-25
- Table 8: Turkey personal hygiene market share: % share, by value, 2020
- Table 9: Evyap Sabun Yag Gliserin San ve Tic AS: key facts
- Table 10: Evyap Sabun Yag Gliserin San ve Tic AS: Key Employees
- Table 11: Colgate-Palmolive Co: key facts
- Table 12: Colgate-Palmolive Co: Annual Financial Ratios
- Table 13: Colgate-Palmolive Co: Key Employees
- Table 14: Colgate-Palmolive Co: Key Employees Continued
- Table 15: Colgate-Palmolive Co: Key Employees Continued
- Table 16: Colgate-Palmolive Co: Key Employees Continued
- Table 17: Beiersdorf AG: key facts
- Table 18: Beiersdorf AG: Annual Financial Ratios
- Table 19: Beiersdorf AG: Key Employees
- Table 20: Turkey size of population (million), 2016-20
- Table 21: Turkey gdp (constant 2005 prices, \$ billion), 2016-20
- Table 22: Turkey gdp (current prices, \$ billion), 2016-20
- Table 23: Turkey inflation, 2016-20
- Table 24: Turkey consumer price index (absolute), 2016-20
- Table 25: Turkey exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Turkey personal hygiene market value: \$ million, 2016-20

Figure 2: Turkey personal hygiene market volume: million units, 2016-20

Figure 3: Turkey personal hygiene market category segmentation: % share, by value, 2020

Figure 4: Turkey personal hygiene market geography segmentation: % share, by value, 2020

Figure 5: Turkey personal hygiene market distribution: % share, by value, 2020

Figure 6: Turkey personal hygiene market value forecast: \$ million, 2020-25

Figure 7: Turkey personal hygiene market volume forecast: million units, 2020-25

Figure 8: Forces driving competition in the personal hygiene market in Turkey, 2020

Figure 9: Drivers of buyer power in the personal hygiene market in Turkey, 2020

Figure 10: Drivers of supplier power in the personal hygiene market in Turkey, 2020

Figure 11: Factors influencing the likelihood of new entrants in the personal hygiene market in Turkey, 2020

Figure 12: Factors influencing the threat of substitutes in the personal hygiene market in Turkey, 2020

Figure 13: Drivers of degree of rivalry in the personal hygiene market in Turkey, 2020

Figure 14: Turkey personal hygiene market share: % share, by value, 2020

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