

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

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Abstracts

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SUMMARY

Skincare 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 skincare market consists of the retail sale of facial care, body care, hand care, depilatories, and make-up remover products. 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 skincare market had total revenues of \$390.3m in 2020, representing a compound annual growth rate (CAGR) of 10.5% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2.6% between 2016-2020, to reach a total of 154.2 million units in 2020.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 6.7% for the five-year period 2020 - 2025, which is expected to drive

the market to a value of \$540.6m by the end of 2025.

SCOPE

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

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Turkey's skincare 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 skincare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last four years ?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Beiersdorf AG
- 8.2. L'Oreal SA
- 8.3. Johnson & Johnson Pvt Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Turkey skincare market value: \$ million, 2016–20
- Table 2: Turkey skincare market volume: million units, 2016–20
- Table 3: Turkey skincare market category segmentation: \$ million, 2020
- Table 4: Turkey skincare market geography segmentation: \$ million, 2020
- Table 5: Turkey skincare market distribution: % share, by value, 2020
- Table 6: Turkey skincare market value forecast: \$ million, 2020–25
- Table 7: Turkey skincare market volume forecast: million units, 2020–25
- Table 8: Turkey skincare market share: % share, by value, 2020
- Table 9: Beiersdorf AG: key facts
- Table 10: Beiersdorf AG: Annual Financial Ratios
- Table 11: Beiersdorf AG: Key Employees
- Table 12: L'Oreal SA: key facts
- Table 13: L'Oreal SA: Annual Financial Ratios
- Table 14: L'Oreal SA: Key Employees
- Table 15: L'Oreal SA: Key Employees Continued
- Table 16: Johnson & Johnson Pvt Ltd: key facts
- Table 17: Johnson & Johnson Pvt Ltd: Key Employees
- Table 18: Turkey size of population (million), 2016–20
- Table 19: Turkey gdp (constant 2005 prices, \$ billion), 2016–20
- Table 20: Turkey gdp (current prices, \$ billion), 2016–20
- Table 21: Turkey inflation, 2016–20
- Table 22: Turkey consumer price index (absolute), 2016–20
- Table 23: Turkey exchange rate, 2016–20

List Of Figures

LIST OF FIGURES

Figure 1: Turkey skincare market value: \$ million, 2016–20

Figure 2: Turkey skincare market volume: million units, 2016–20

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

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

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

Figure 6: Turkey skincare market value forecast: \$ million, 2020–25

Figure 7: Turkey skincare market volume forecast: million units, 2020–25

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

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

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

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

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

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

Figure 14: Turkey skincare market share: % share, by value, 2020

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