

Suncare in Turkey

<https://marketpublishers.com/r/S1D1396E6C6EN.html>

Date: June 2020

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: S1D1396E6C6EN

Abstracts

Suncare in Turkey

SUMMARY

Suncare in Turkey industry profile provides top-line qualitative and quantitative summary information including: 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 suncare market consists of the retail sale of sun protection, after-sun and self-tan products. The sun protection segment consists of lotion, spray, gel or other topical products that absorbs or reflects some of the sun's ultraviolet (UV) radiation. The after-sun segment consists of all mass and premium moisturizing cream formulated for sunburned skin. The self-tan segment consists of all mass and premium products that either enhance natural tanning (tanning aids) or allow the skin to tan without developing exposure to the sun. 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 suncare market had total revenues of \$23.9m in 2019, representing a compound annual growth rate (CAGR) of 15.8% between 2015 and 2019.

Market consumption volume increased with a CAGR of 5.6% between 2015 and 2019, to reach a total of 1.7 million units in 2019.

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

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Turkey sun care market by value in 2019?

What will be the size of the Turkey sun care market in 2024?

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

How has the market performed over the last five years?

How has the market performed in volume terms over the last five years?

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 suncare market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 years?
- 7.4. What are the most popular brands in the market?
- 7.5. What have been the most significant M&A deals in the Turkish suncare market over the last four years?

8 COMPANY PROFILES

- 8.1. Beiersdorf AG
- 8.2. L'Oreal SA

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 suncare market value: \$ million, 2015-19
Table 2: Turkey suncare market volume: million units, 2015-19
Table 3: Turkey suncare market category segmentation: \$ million, 2019
Table 4: Turkey suncare market geography segmentation: \$ million, 2019
Table 5: Turkey suncare market distribution: % share, by value, 2019
Table 6: Turkey suncare market value forecast: \$ million, 2019-24
Table 7: Turkey suncare market volume forecast: million units, 2019-24
Table 8: Turkey suncare market share: % share, by value, 2019
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: Turkey size of population (million), 2015-19
Table 17: Turkey gdp (constant 2005 prices, \$ billion), 2015-19
Table 18: Turkey gdp (current prices, \$ billion), 2015-19
Table 19: Turkey inflation, 2015-19
Table 20: Turkey consumer price index (absolute), 2015-19
Table 21: Turkey exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Turkey suncare market value: \$ million, 2015-19

Figure 2: Turkey suncare market volume: million units, 2015-19

Figure 3: Turkey suncare market category segmentation: % share, by value, 2019

Figure 4: Turkey suncare market geography segmentation: % share, by value, 2019

Figure 5: Turkey suncare market distribution: % share, by value, 2019

Figure 6: Turkey suncare market value forecast: \$ million, 2019-24

Figure 7: Turkey suncare market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the suncare market in Turkey, 2019

Figure 9: Drivers of buyer power in the suncare market in Turkey, 2019

Figure 10: Drivers of supplier power in the suncare market in Turkey, 2019

Figure 11: Factors influencing the likelihood of new entrants in the suncare market in Turkey, 2019

Figure 12: Factors influencing the threat of substitutes in the suncare market in Turkey, 2019

Figure 13: Drivers of degree of rivalry in the suncare market in Turkey, 2019

Figure 14: Turkey suncare market share: % share, by value, 2019

I would like to order

Product name: Suncare in Turkey

Product link: <https://marketpublishers.com/r/S1D1396E6C6EN.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/S1D1396E6C6EN.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**

Customer 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