

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?

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