

# Turkey Fragrances Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/TD225D4AB16CEN.html>

Date: October 2022

Pages: 37

Price: US\$ 350.00 (Single User License)

ID: TD225D4AB16CEN

## Abstracts

Turkey Fragrances Market @Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Fragrances in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The fragrances market consists of the sale of male, female and unisex fragrances. 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 2021 exchange rates.

The Turkish Fragrances market had total revenues of \$141.2m in 2021, representing a compound annual growth rate (CAGR) of 5.6% between 2016 and 2021.

Market consumption volumes declined with a CAGR of -0.8% between 2016 and 2021, to reach a total of 12 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 9.8% for the five-year period 2021 - 2026, which is expected to drive

the market to a value of \$225.5m by the end of 2026.

## SCOPE

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

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

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

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

## REASONS TO BUY

What was the size of the Turkey fragrances market by value in 2021?

What will be the size of the Turkey fragrances market in 2026?

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

How has the market performed over the last five years?

What are the main segments that make up Turkey's fragrances 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 Fragrance market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2016-2021)?
- 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. Natura & Co Holding SA
- 8.2. Hunca Kozmetik AS
- 8.3. Oriflame Holding AG
- 8.4. Evyap Sabun Yag Gliserin San ve Tic AS

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Turkey fragrances market value: \$ million, 2016-21
- Table 2: Turkey fragrances market volume: million units, 2016-21
- Table 3: Turkey fragrances market category segmentation: \$ million, 2021
- Table 4: Turkey fragrances market geography segmentation: \$ million, 2021
- Table 5: Turkey fragrances market distribution: % share, by value, 2021
- Table 6: Turkey fragrances market value forecast: \$ million, 2021-26
- Table 7: Turkey fragrances market volume forecast: million units, 2021-26
- Table 8: Turkey fragrances market share: % share, by value, 2021
- Table 9: Natura & Co Holding SA: key facts
- Table 10: Natura & Co Holding SA: Annual Financial Ratios
- Table 11: Natura & Co Holding SA: Key Employees
- Table 12: Hunca Kozmetik AS: key facts
- Table 13: Hunca Kozmetik AS: Key Employees
- Table 14: Oriflame Holding AG: key facts
- Table 15: Oriflame Holding AG: Key Employees
- Table 16: Evyap Sabun Yag Gliserin San ve Tic AS: key facts
- Table 17: Evyap Sabun Yag Gliserin San ve Tic AS: Key Employees
- Table 18: Turkey size of population (million), 2017-21
- Table 19: Turkey gdp (constant 2005 prices, \$ billion), 2017-21
- Table 20: Turkey gdp (current prices, \$ billion), 2017-21
- Table 21: Turkey inflation, 2017-21
- Table 22: Turkey consumer price index (absolute), 2017-21
- Table 23: Turkey exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

Figure 1: Turkey fragrances market value: \$ million, 2016-21

Figure 2: Turkey fragrances market volume: million units, 2016-21

Figure 3: Turkey fragrances market category segmentation: % share, by value, 2021

Figure 4: Turkey fragrances market geography segmentation: % share, by value, 2021

Figure 5: Turkey fragrances market distribution: % share, by value, 2021

Figure 6: Turkey fragrances market value forecast: \$ million, 2021-26

Figure 7: Turkey fragrances market volume forecast: million units, 2021-26

Figure 8: Forces driving competition in the fragrances market in Turkey, 2021

Figure 9: Drivers of buyer power in the fragrances market in Turkey, 2021

Figure 10: Drivers of supplier power in the fragrances market in Turkey, 2021

Figure 11: Factors influencing the likelihood of new entrants in the fragrances market in Turkey, 2021

Figure 12: Factors influencing the threat of substitutes in the fragrances market in Turkey, 2021

Figure 13: Drivers of degree of rivalry in the fragrances market in Turkey, 2021

Figure 14: Turkey fragrances market share: % share, by value, 2021

## I would like to order

Product name: Turkey Fragrances Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/TD225D4AB16CEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TD225D4AB16CEN.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