

Turkey Haircare Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Haircare in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms & relaxers, salon hair care, shampoo and styling agents. 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 haircare market had total revenues of \$281.2m in 2021, representing a compound annual growth rate (CAGR) of 7.5% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1.1% between 2016 and 2021, to reach a total of 156.1 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 7% for the five-year period 2021 - 2026, which is expected to drive the

market to a value of \$393.7m 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 haircare market in Turkey

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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