

Turkey Make-Up Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/TD7150192BC5EN.html>

Date: November 2022

Pages: 38

Price: US\$ 350.00 (Single User License)

ID: TD7150192BC5EN

Abstracts

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

SUMMARY

Make-Up 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 make-up market consists of retail sales of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up segment consists of nail polish. 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 2021 exchange rates.

The Turkish make-up market had total revenues of \$250.3m in 2021, representing a compound annual growth rate (CAGR) of 11.5% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1.7% between 2016 and

2021, to reach a total of 75.2 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 18.2% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$576.9m 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 make-up market in Turkey

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

Leading company profiles reveal details of key make-up market players' global operations and financial performance

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

REASONS TO BUY

What was the size of the Turkey make-up market by value in 2021?

What will be the size of the Turkey make-up market in 2026?

What factors are affecting the strength of competition in the Turkey make-up market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's make-up 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 make-up market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2016-2021)?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. Natura & Co Holding SA
- 8.3. Erkul Kozmetik Sanayi Ve Ticaret AS

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 make-up market value: \$ million, 2016-21
- Table 2: Turkey make-up market volume: million units, 2016-21
- Table 3: Turkey make-up market category segmentation: % share, by value, 2016-2021
- Table 4: Turkey make-up market category segmentation: \$ million, 2016-2021
- Table 5: Turkey make-up market geography segmentation: \$ million, 2021
- Table 6: Turkey make-up market distribution: % share, by value, 2021
- Table 7: Turkey make-up market value forecast: \$ million, 2021-26
- Table 8: Turkey make-up market volume forecast: million units, 2021-26
- Table 9: Turkey make-up market share: % share, by value, 2021
- Table 10: L'Oreal SA: key facts
- Table 11: L'Oreal SA: Annual Financial Ratios
- Table 12: L'Oreal SA: Key Employees
- Table 13: L'Oreal SA: Key Employees Continued
- Table 14: Natura & Co Holding SA: key facts
- Table 15: Natura & Co Holding SA: Annual Financial Ratios
- Table 16: Natura & Co Holding SA: Key Employees
- Table 17: Erkul Kozmetik Sanayi Ve Ticaret AS: key facts
- 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 make-up market value: \$ million, 2016-21

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

Figure 3: Turkey make-up market category segmentation: \$ million, 2016-2021

Figure 4: Turkey make-up market geography segmentation: % share, by value, 2021

Figure 5: Turkey make-up market distribution: % share, by value, 2021

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

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

Figure 8: Forces driving competition in the make-up market in Turkey, 2021

Figure 9: Drivers of buyer power in the make-up market in Turkey, 2021

Figure 10: Drivers of supplier power in the make-up market in Turkey, 2021

Figure 11: Factors influencing the likelihood of new entrants in the make-up market in Turkey, 2021

Figure 12: Factors influencing the threat of substitutes in the make-up market in Turkey, 2021

Figure 13: Drivers of degree of rivalry in the make-up market in Turkey, 2021

Figure 14: Turkey make-up market share: % share, by value, 2021

I would like to order

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

Product link: <https://marketpublishers.com/r/TD7150192BC5EN.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/TD7150192BC5EN.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