

Turkey Male Toiletries Market Summary, Competitive Analysis and Forecast, 2016-2025

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Abstracts

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SUMMARY

Male Toiletries in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The male toiletries market consists of retail sales of aftershaves & colognes, men's disposable razors & blades, men's post-shave cosmetics and men's pre-shave cosmetics. 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 2020 exchange rates.

The Turkish male toiletries market had total revenues of \$50.1m in 2020, representing a compound annual growth rate (CAGR) of 1.9% between 2016 and 2020.

Market consumption volumes declined with a compound annual rate of change (CARC) of -1.7% between 2016-2020, to reach a total of 24.7 million units in 2020.

Rising popularity of personal hygiene and appearance among Turkish men, especially the urban population, is also fuelling the consumption of beauty and personal care products.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Turkey male toiletries market by value in 2020?

What will be the size of the Turkey male toiletries market in 2025?

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

How has the market performed over the last five years?

Who are the top competitors in Turkey's male toiletries market?

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