

Turkey Personal Hygiene Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Personal Hygiene 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 personal hygiene market consists of retail sale of anti-perspirants and deodorants, bath & shower products, and soap. The anti-perspirants segment consists of all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. The bath & shower segment consists of bubble-baths and bath time washing gels and lotions. The segment also includes non-liquid products added to baths such as bath bombs, beads and salts. The soap segment consists of both bar soap and liquid soaps. 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 personal hygiene market had total revenues of \$298.9m in 2021, representing a compound annual growth rate (CAGR) of 11.7% between 2016 and 2021.

Market consumption volume increased with a CAGR of 2.4% between 2016 and 2021, to reach a total of 416.6 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 10.6% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$494.0m by the end of 2026.

SCOPE

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

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

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

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

REASONS TO BUY

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

What will be the size of the Turkey personal hygiene market in 2026?

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

How has the market performed over the last five years?

How large is Turkey's personal hygiene market in relation to its regional counterparts?

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