

Hair Care Products Market in Turkey 2021

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Abstracts

Hair care products are those that help to control the properties and behavior of the hair so that it can be maintained in a controlled and desirable manner. A study by StrategyHelix indicates that the hair care products market in Turkey is expected to increase by US\$ 593 million from 2021 to 2027, garnering a CAGR of 9.3% during the forecast period. Continuously rising personnel disposable income levels, increasing adoption of a modern approach to grooming practices, increasing cases of hair loss among men, coupled with the rising prevalence of scalp disorders and hair loss are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for hair care products. The Turkey hair care products market is segmented on the basis of price range, product, and distribution channel. Based on price range, the hair care products market in Turkey is categorized into prestige product, mass product. In Turkey, the mass product segment made up the largest share of the hair care products market. On the basis of product, the hair care products market in Turkey has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. The shampoos segment captured the largest share of the market in 2020. By distribution channel, the hair care products market in Turkey has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. The traditional conditioners segment was the largest contributor to the Turkey hair care products market in 2020. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. The hairsprays segment is estimated to account for the largest share of the hair care products market in Turkey. The shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. The standard shampoos segment held

the largest share of the Turkey hair care products market in 2020 and is anticipated to hold its share during the forecast period.

As of 2020, the major players in the Turkey hair care products market were Unilever PLC, The Procter & Gamble Company, L'Oreal S.A., Henkel AG & Co. KGaA, Wella AG, Biota Bitkisel Ilac ve Kozmetik Laboratuvarlari AS.

Report Scope

Price range: prestige product, mass product

Product: shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey hair care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Henkel AG & Co. KGaA

Wella AG
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