

Perfume Market in Turkey 2021

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Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. According to a report by StrategyHelix, the perfume market in Turkey is set to increase by US\$ 409 million during 2021-2027, growing at a CAGR of 10.1% during the forecast period. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet 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 perfume. The Turkey perfume market is segmented on the basis of price range, consumer group, and distribution channel. On the basis of price range, the perfume market in Turkey has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the perfume market in Turkey. By consumer group, the perfume market in Turkey has been segmented into men, women, unisex. The women segment held the largest revenue share in 2020. Based on distribution channel, the perfume market in Turkey is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The prominent players operating in the Turkey perfume market include Natura & Co, Tanalize Kosmetik AS, Hunca Kozmetik Sanayii AS, Oriflame Cosmetics S.A., Evyap Sabun Yag Gliserin San ve Tic A.S., LC Waikiki Magazacilik Hizmetleri Ticaret A.S.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

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 perfume market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. PERFUME MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY CONSUMER GROUP

Men
Women
Unisex

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

Natura & Co
Tanalize Kosmetik AS
Hunca Kozmetik Sanayii AS
Oriflame Cosmetics S.A.
Evyap Sabun Yag Gliserin San ve Tic A.S.
LC Waikiki Magazacilik Hizmetleri Ticaret A.S.
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