

# Sun Care Products Market in Turkey 2021

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## Abstracts

Sun care products are products applied to the skin to protect against the harmful effects of the sun's ultraviolet rays. These products come in many forms, as creams, lotions, lip balms, hair tonics, and gels. A study by StrategyHelix indicates that the sun care products market in Turkey is set to grow at a healthy compound annual growth rate (CAGR) of 11.2% in the next five years. Rising consumer disposable income, increasing product availability and retail outlet, rising incidence of sunburns to surge awareness of sun care products 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 sun care products. The Turkey sun care products market is segmented on the basis of price range, product, distribution channel, and end user. Based on price range, the sun care products market in Turkey is categorized into prestige product, mass product. The mass product segment held the largest share of the Turkey sun care products market in 2020 and is anticipated to hold its share during the forecast period. On the basis of product, the sun care products market in Turkey has been segmented into self-tanning products, after-sun products, sun protection products. In Turkey, the sun protection products segment made up the largest share of the sun care products market. By distribution channel, the sun care products market in Turkey has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Based upon end user, the sun care products market in Turkey is categorized into adult, children.

As of 2020, the major players in the Turkey sun care products market were Beiersdorf AG, L'Oreal Groupe, NAOS SAS.

### Report Scope

Price range: prestige product, mass product

Product: self-tanning products, after-sun products, sun protection products

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

End user: adult, children

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey sun 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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NAOS SAS

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