

Dermatologicals in Turkey

Market Direction | 2022-09-26 | 25 pages | Euromonitor

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Report description:

Sales in hair loss treatments follow seasonal trends, along with health-related factors. Hair weakens and becomes vulnerable to shedding due to reasons such as seasonality (seasonal transitions), stress, hormonal changes, and thermal applications. Therefore, an increase in sales is seen in the spring and autumn months, which are the seasonal transition periods. Furthermore, based on data from industry experts, the hair loss treatments in serum and mask formats grew almost two times in value in 2...

Euromonitor International's Dermatologicals in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Antiparasitics/Lice (Head and Body) Treatments, Antipruritics, Cold Sore Treatments, Haemorrhoid Treatments, Hair Loss Treatments, Medicated Shampoos, Nappy (Diaper) Rash Treatments, Paediatric Dermatologicals, Topical Allergy Remedies/Antihistamines, Topical Antifungals, Topical Germicidals/Antiseptics, Vaginal Antifungals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dermatologicals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DERMATOLOGICALS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales in hair loss treatments follow seasonal trends, but face rising competition from beauty and personal care hair care products

New product launches in dermatologicals continue, to meet ongoing demand

Increased focus on beauty and personal appearance following the pandemic helps to boost sales

PROSPECTS AND OPPORTUNITIES

Hair loss treatments will remain notable, with further new product developments expected

Ongoing positive performance for paediatric dermatologicals and nappy (diaper) rash treatments

Urban pollution and increased chemical usage will continue to drive demand for dermatologicals

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Self-medication/self-care and preventive medicine

Switches

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