

**Beauty and Personal Care Packaging in Turkey**

Market Direction | 2022-08-03 | 11 pages | Euromonitor

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**Report description:**

Total bath and shower packaging volumes continued to rise in 2020-2021, driving increases in the folding cartons, HDPE bottles, PET bottles, plastic pouches and squeezable plastic tubes used for such products. The increased consumer focus on hygiene and cleanliness since the outbreak of the pandemic in 2020 led to another year of growth for bath and shower products in 2021, benefiting the associated packaging volumes. Hand sanitiser was the category that saw the strongest growth in packaging vol...

Euromonitor International's Beauty and Personal Care Packaging in Turkey report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

**Why buy this report?**

- \* Get a detailed picture of the Beauty and Personal Care Packaging 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.

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##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Continued high hygiene standards drive packaging volumes in bath and shower

Players offer colour cosmetics packaging to meet consumer demands

Most pack types in fragrances see declining volumes

##### PROSPECTS AND OPPORTUNITIES

Continued DIY trend in hair care set to drive packaging volumes

Consumer demand and new legislation will ensure companies offer sustainable packaging

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