

Health and Beauty Specialists in Turkey

Market Direction | 2023-03-14 | 38 pages | Euromonitor

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Report description:

2022 saw profit margins in health and beauty specialists dampen. Increased costs for manufacturers and retailers hindered businesses while purchasing power and consumer spending confidence shrunk. To keep volume sales and revenues high, promotions and marketing expenses grew. However, to retain consumers during a time of rising inflation, overall price discounts and promotions had to run throughout the year, pulling down profit margins.

Euromonitor International's Health and Beauty Specialists in Turkey report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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

Why buy this report?

- * Get a detailed picture of the Health and Beauty Specialists 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

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reliable information resources to help drive informed strategic planning.

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Health and personal care stores benefit from the increasing interest in wellness

Dietary supplements expand following the outbreak of COVID-19

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