

Colour Cosmetics in Turkey

Market Direction | 2023-05-12 | 31 pages | Euromonitor

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Report description:

Colour cosmetics returned to positive retail volume growth in 2022, following two years of decline in the wake of the Coronavirus (COVID-19) pandemic. Heavy restrictions on consumer mobility, work-from-home polices and few social opportunities limited the need to use colour cosmetics. The category also registered exponential retail current value growth, benefiting from high inflationary pressure on prices. In this vein, due to the decline in the value of the Turkish lira, local brands had to rai...

Euromonitor International's Colour Cosmetics 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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Table of Contents:

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List Of Contents And Tables

COLOUR COSMETICS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Improved retail volume sales, inflation and innovation push exponential retail value growth

New launches continue in 2022

New trends in colour cosmetics

PROSPECTS AND OPPORTUNITIES

Upcoming trends look to practicality and skin care

Digital transformation continues

Cruelty-free, free from and/or vegan products with recycled packaging to gain traction

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 5 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 6 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 7 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 8 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 10 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 11 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN TURKEY

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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