

## **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 policies 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 raise...

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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