

Premium Beauty and Personal Care in Turkey

Market Direction | 2023-05-12 | 23 pages | Euromonitor

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Report description:

The fluctuation in foreign exchange had already caused a shift from premium to masstige or mass products in Turkey, and the Coronavirus (COVID-19) pandemic resulted in lower purchasing power and increased consumer caution over spending. In order to appeal to value-conscious customers, the owners of premium brands introduced mini versions of their products, such as the Mac Mini lipstick. The leading distributors, meanwhile, especially in premium fragrances, sought to attract consumers with signif...

Euromonitor International's Premium Beauty and Personal Care 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Premium Beauty and Personal Care 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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