

## **Sun Care in Turkey**

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

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### **Report description:**

Sun care continued to increase its penetration of the market in 2022, with only the outbreak of the Coronavirus (COVID-19) pandemic derailing it temporarily in 2020. Sun care rebounded in retail volume sales terms from 2021 as pandemic-related restrictions were eased and more consumers returned to outdoor activities and travel and went on holiday, especially in summer. In addition to retail volume growth, high inflationary pressure on prices saw fast retail current value growth in 2021 and an ex...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun 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 Sun 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.

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Trend towards dermocosmetics and natural adult sun care

High SPF and anti-ageing properties attract growing consumer attention

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