

## **Turkey Baby Personal Care Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-06-15 | 38 pages | MarketLine

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### **Report description:**

Turkey Baby Personal Care Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Baby Personal Care in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The baby personal care market consists of retail sale of baby toiletries and diapers. The baby toiletries segment consists of liquid and solid based bathing products, lotion, oil, powder, shampoo and wipes (baby toiletries). The diapers segment consists of baby, cloth and training. The market is valued according to the retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2022 exchange rates.
- The Turkish Baby Personal Care market had total revenues of \$28.3 million in 2022, representing a compound annual growth rate (CAGR) of -13.6% between 2017 and 2022.
- Market consumption volume increased with a CAGR of 2.9% between 2017 and 2022, to reach a total of 200.3 million units in 2022.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 7.5% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$40.6 million by the end of 2027.

#### Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the baby personal care market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in Turkey
- Leading company profiles reveal details of key baby personal care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey baby personal care market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Turkey baby personal care market by value in 2022?
- What will be the size of the Turkey baby personal care market in 2027?
- What factors are affecting the strength of competition in the Turkey baby personal care market?
- How has the market performed over the last five years?
- Who are the top competitors in Turkey's baby personal care market?

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