

## **Beauty and Personal Care Packaging in Turkey**

Market Direction | 2023-07-04 | 9 pages | Euromonitor

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### **Report description:**

When the pandemic first arrived in Turkey in 2020 it resulted in bath and shower recording very strong growth in its packaging unit volumes thanks to an increase in demand for personal hygiene and self-care products. Bath and shower has since continued to record more-than-healthy annual growth rates, including in 2022, with this also being driven by ongoing urbanisation and changing lifestyles, the introduction of a more diverse range of bath and shower products, the influence of global beauty t...

Euromonitor International's Beauty and Personal Care Packaging in Turkey report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

Why buy this report?

- \* Get a detailed picture of the Beauty and Personal Care Packaging 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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Euromonitor International

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BEAUTY AND PERSONAL CARE PACKAGING IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bath and shower packaging continues to see strong growth in Turkey in 2022

HDPE bottles, squeezable tubes and flexible plastic the most popular pack types in 2022

The 400ml pack is the most popular size in hair care products in Turkey

PROSPECTS AND OPPORTUNITIES

Growing emphasis on aesthetic appeal among consumers in Turkey

Sustainable and eco-friendly packaging solutions expected from industry players

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