

**Beauty and Personal Care in Turkey**

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**Report description:**

The year 2023 presented a unique challenge for beauty and personal care in Turkey. Economic uncertainty, fuelled by rising prices and a slow GDP recovery, has led to a more cautious consumer. Consumers are adopting a more conservative approach to spending, prioritising essential items, and carefully considering discretionary purchases. This shift is reflected in the increased popularity of mass brands across various categories. These brands offer affordability, a critical factor for many consumers...

Euromonitor International's 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, 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 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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## Table of Contents:

Beauty and Personal Care in Turkey

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### List Of Contents And Tables

#### BEAUTY AND PERSONAL CARE IN TURKEY

##### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

##### MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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##### SOURCES

Summary 1 Research Sources

#### MASS BEAUTY AND PERSONAL CARE IN TURKEY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Value reigns supreme: Savvy shopping drives growth

Sun care soars under summer skies whilst deodorants take centre stage in hot Weather

Shrinkflation: A balancing act

##### PROSPECTS AND OPPORTUNITIES

The rise of private label brands

Navigating inflationary pressures

The clean beauty movement gains momentum

##### CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

#### PREMIUM BEAUTY AND PERSONAL CARE IN TURKEY

##### KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Fragrances lead the premium charge  
Premium sun care soars with innovation

Online repeat purchases gain traction

## PROSPECTS AND OPPORTUNITIES

The rise of premium dermocosmetics

Customisation and personalisation: The next frontier

Fashion houses embrace beauty

## CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## BABY AND CHILD-SPECIFIC PRODUCTS IN TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Innovation drives growth

Post-pandemic shift in demand

Natural ingredients gain traction

#### PROSPECTS AND OPPORTUNITIES

Private label continues to gain traction

"Free from" products remain in high demand

The internet retailing boom continues

#### CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

## BATH AND SHOWER IN TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Private label gains ground

Hand sanitisers: A post-pandemic normalisation

Shrinkflation: A price-driven strategy

#### PROSPECTS AND OPPORTUNITIES

Blurring the lines: Skin care meets body care

Sustainability: A growth engine

Focus on intimate hygiene

## CATEGORY DATA

- Table 34 Sales of Bath and Shower by Category: Value 2018-2023
- Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023
- Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
- Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023
- Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023
- Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
- Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028
- Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
- Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## COLOUR COSMETICS IN TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Inflation pushes exponential retail value growth
- Shifting trends: Eyes, lips, and the embrace of natural beauty
- New launches reflect evolving preferences: Health-focused innovation

#### PROSPECTS AND OPPORTUNITIES

Multitasking make-up and skin care to take centre stage

Digital transformation: Redefining the beauty experience

Sustainability and ethical consumerism on the rise

## CATEGORY DATA

- Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023
- Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
- Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
- Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
- Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023
- Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023
- Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023
- Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023
- Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
- Table 52 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
- Table 53 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## DEODORANTS IN TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Heatwaves, innovation, and sustainability

Demand for "clean" deodorants increases in line with heightened health consciousness

Evolving retail landscape: Private label and e-commerce gain ground

#### PROSPECTS AND OPPORTUNITIES

Urbanisation and fitness drive demand

Clean label and natural ingredients take priority

Sustainability meets convenience with solid deodorants and small packs

## CATEGORY DATA

- Table 54 Sales of Deodorants by Category: Value 2018-2023
- Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023
- Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023
- Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## DEPILATORIES IN TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Competition heats up: Salons vs. at-home solutions

Natural ingredients gain traction

Private label gains ground as affordability reigns supreme

### PROSPECTS AND OPPORTUNITIES

Warmer weather, more demand

E-commerce takes centre stage

Untapped potential: Men's depilatories

### CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## FRAGRANCES IN TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The rise of the fragrance wardrobe

E-commerce blossoms, but trust reigns supreme

The rise of apparel specialist fragrance shares

### PROSPECTS AND OPPORTUNITIES

Beyond basic: Self-expression through scents

Luxury redefined: Smaller sizes, sustainable solutions

Beyond the bottle: A world of olfactory experiences

### CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## HAIR CARE IN TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price pressures and the rise of private label

Fragmentation on the rise: Small players find a niche

Innovation drives growth: New products and reformulations

#### PROSPECTS AND OPPORTUNITIES

The rise of natural and organic hair care

The solid shampoo revolution

"Skinification" of hair care

#### CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

#### MEN'S GROOMING IN TURKEY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Breaking down barriers: Men embrace grooming routines

Efficiency is key: Multi-purpose products take centre stage

Private label gains traction in a cost-conscious environment

#### PROSPECTS AND OPPORTUNITIES

Discount dominance: The rise of value-driven options

Untapped potential: Men's depilatories

Social savvy: The power of influencers

#### CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023

Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

#### ORAL CARE IN TURKEY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Essentials drive growth: A room for improvement

Sensitive solutions and gum health take centre stage

Colgate whitens up its game

#### PROSPECTS AND OPPORTUNITIES

Rising awareness fuels growth

Developing e-commerce demand

Sustainability and natural ingredients

#### CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023

Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 102 Sales of Toothbrushes by Category: Value 2018-2023

Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 105 NBO Company Shares of Oral Care: % Value 2019-2023

Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 109 □Forecast Sales of Oral Care by Category: Value 2023-2028

Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 111 □Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

#### SKIN CARE IN TURKEY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The rise of skin cycling and multi-step routines

Prioritising sun protection with active ingredients

Dermocosmetics and indie brands gain momentum

#### PROSPECTS AND OPPORTUNITIES

Rise of targeted skin care with ingredient awareness

Probiotics gain traction in skin care

At-home electronic facial devices gain popularity

#### CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023

Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 115 NBO Company Shares of Skin Care: % Value 2019-2023

Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 122 □Forecast Sales of Skin Care by Category: Value 2023-2028

Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

#### SUN CARE IN TURKEY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rise of multifunctional sun care products

Growing preference for dermocosmetics and natural ingredients

High SPF, anti-ageing, and hyperpigmentation solutions

#### PROSPECTS AND OPPORTUNITIES

Growing awareness of everyday need for sun protection to stimulate healthy sales growth

Additional benefits to steer newer demand trends

Private label growth and everyday sun protection awareness

#### CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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