

Colour Cosmetics in Turkey

Market Direction | 2024-04-23 | 31 pages | Euromonitor

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Report description:

Colour cosmetics in Turkey experienced a vibrant boom, with retail value sales skyrocketing in 2023. This surge in demand was largely driven by inflationary pressures, however, as volume growth was more muted. A high inflation rate and energy crisis exerted upward pressure on prices. However, retail current value sales also benefited from the improved retail volume performance as consumers returned to pre-pandemic work and social norms, as well as the ongoing development of new product features...

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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