

Fragrances in Turkey

Market Direction | 2024-04-23 | 24 pages | Euromonitor

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Report description:

Driven by younger generations like Gen Z, a new fragrance philosophy emerged in Turkey in 2023 - the concept of a curated "fragrance wardrobe." Consumers are increasingly interested in owning a collection of scents that reflect their moods and personalities. This shift opens doors for a wider variety of fragrance launches and potentially more frequent purchases. Additionally, fragrances remain popular gift items, especially during holidays like Mother's Day, Father's Day, and New Year. Capitalis...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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