

Hair Care in Turkey

Market Direction | 2024-04-23 | 26 pages | Euromonitor

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Report description:

Despite inflation showing signs of easing, the cost of hair care products continued to rise in Turkey in 2023. This economic pressure is impacting consumer spending habits. Many were forced to "trade down" to more affordable options, prioritising essential hair care products and potentially forgoing non-essential ones. This situation created a golden opportunity for private label hair care lines, particularly those offered by major retailers. These budget-friendly alternatives cater directly to...

Euromonitor International's Hair 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair 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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