

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.

Table of Contents:

Hair Care in Turkey
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List Of Contents And Tables

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 1 Sales of Hair Care by Category: Value 2018-2023

Table 2 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Hair Care: % Value 2019-2023

Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 6 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 7 LBN Brand Shares of Colourants: % Value 2020-2023

Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 9 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 10 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 11 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 12 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 13 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

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

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 20 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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

Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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