

Dermatologicals in Turkey

Market Direction | 2024-10-10 | 24 pages | Euromonitor

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Report description:

Dermatologicals continue to benefit from the increasing number of Turkish consumers investing in their appearance, a trend which increased when COVID-19 restrictions eased. Investing in appearance is further driven by the professional working environment, social arena and growing use of social media. Specifically, beauty and personal appearance boost the demand for dermatologicals to improve skin health and/or support a more youthful look, such as more robust, fuller hair.

Euromonitor International's Dermatologicals 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: Antiparasitics/Lice (Head and Body) Treatments, Antipruritics, Cold Sore Treatments, Haemorrhoid Treatments, Hair Loss Treatments, Medicated Shampoos, Nappy (Diaper) Rash Treatments, Paediatric Dermatologicals, Topical Allergy Remedies/Antihistamines, Topical Antifungals, Topical Germicidals/Antiseptics, Vaginal Antifungals.

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

Why buy this report?

- * Get a detailed picture of the Dermatologicals 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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Table of Contents:

Dermatologicals in Turkey
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List Of Contents And Tables

DERMATOLOGICALS IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Interest in beauty and appearance drives sales in dermatologicals
Hair loss showcases positive growth as new product launches on the landscape
Ease and convenience helps hair growth serums to gain ground in 2024

PROSPECTS AND OPPORTUNITIES

Climate change and environmental issues boost growth in dermatologicals
Paediatric dermatologicals and nappy (diaper) rash treatments drive sales
Players invest in social media and an online presence to support sales

CATEGORY DATA

- Table 1 Sales of Dermatologicals by Category: Value 2019-2024
- Table 2 Sales of Dermatologicals by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Dermatologicals: % Value 2020-2024
- Table 4 LBN Brand Shares of Dermatologicals: % Value 2021-2024
- Table 5 LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024
- Table 6 Forecast Sales of Dermatologicals by Category: Value 2024-2029
- Table 7 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN TURKEY

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

- Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 9 Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2019-2024
- Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 16 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 17 □Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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