

## Haircare in Turkey

Industry Report | 2024-10-03 | 48 pages | MarketLine

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### **Report description:**

Haircare in Turkey

Summary

Haircare in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

- The haircare market consists of retail sales of conditioner, hair colorants, hair loss treatments, perms & relaxers, salon hair care, shampoo and styling agents. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates
- The Turkish Haircare market had total revenues of \$589.5 million in 2023, representing a negative compound annual growth rate (CAGR) of 5.3% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 1.1% between 2018 and 2023, to reach a total of 322.2 million units in 2023.
- The performance of the market is forecast to decline even faster, with an anticipated negative CAGR of 8% for the five-year period 2023-28, which is expected to drive the market to a value of \$388.4 million by the end of 2028.

### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the haircare market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the haircare market in Turkey
- Leading company profiles reveal details of key haircare market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey haircare market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Turkey haircare market by value in 2023?
- What will be the size of the Turkey haircare market in 2028?
- What factors are affecting the strength of competition in the Turkey haircare market?
- How has the market performed over the last five years?
- How large is Turkey's haircare market in relation to its regional counterparts?

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