

Personal Care Appliances in Turkey

Market Direction | 2024-12-12 | 37 pages | Euromonitor

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Report description:

In 2024, retail volume sales of personal care appliances in Turkey posted strong high single-digit growth, albeit slower than the double-digit increase posted over 2023. Higher retail selling prices and the strong rebound in demand, especially for the dominant hair care appliances category, in the post-Coronavirus (COVID-19) period dampened retail volume growth. The average retail current unit price of all categories of personal care appliances in Turkey experienced further high double-digit inc...

Euromonitor International's Personal Care Appliances 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances 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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