

Skincare in Turkey

Industry Report | 2025-05-22 | 41 pages | MarketLine

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Report description:

Skincare in Turkey

Summary

Skincare in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The skincare market consists of the retail sale of facial care, body care, hand care, depilatories, and make-up remover products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2024 exchange rates.
- The Turkish Skincare market recorded revenues of \$753.9 million in 2024, representing a compound annual growth rate (CAGR) of 3.4% between 2019-24.
- Market consumption volume increased with a CAGR of 1% between 2019-24, reaching a total of 230.9 million units in 2024.
- The moderate growth of the skincare market during 2019-24 has been driven by heightened consumer awareness regarding health and wellness. The influence of digital marketing and social media platforms has significantly enhanced brand engagement and product visibility.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the skincare market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the skincare market in Turkey

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- Leading company profiles reveal details of key skincare market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey skincare market with five year forecasts

Reasons to Buy

- What was the size of the Turkey skincare market by value in 2024?
- What will be the size of the Turkey skincare market in 2029?
- What factors are affecting the strength of competition in the Turkey skincare market?
- How has the market performed over the last five years?
- What are the main segments that make up Turkey's skincare market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Market share

7.2. Who are the leading players in the Turkish skincare market?

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7.3. Which companies have been most successful in increasing their market shares during 2019-24?

7.4. Which companies market shares have suffered over the same period?

7.5. What are the most popular brands in the Turkish skincare market?

8 Company Profiles

8.1. L'Oreal SA

8.2. Beiersdorf AG

8.3. Kenvue Inc

8.4. Yves Rocher SA

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. About MarketLine

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