

**Baby Personal Care in Turkey**

Industry Report | 2025-08-14 | 39 pages | MarketLine

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**Report description:**

Baby Personal Care in Turkey

Summary

Baby Personal Care in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 baby personal care market includes retail sales of baby toiletries and diapers. The baby toiletries segment covers bath, lotion, oil, powder, shampoo, and wipes (baby toiletries). Diapers segment covers baby diaper, cloth diapers, and training diapers. The market is valued according to the retail selling price (RSP) and includes any applicable taxes.
- The Turkish baby personal care market recorded revenues of \$487.8 million in 2024, representing a negative compound annual growth rate (CAGR) of 6.2% between 2019-24.
- Market consumption volume increased with a CAGR of 1.9% between 2019-24, reaching a total of 212.3 million units in 2024.
- The revenue of the Turkish baby personal care market contracted during 2019-24, due to the most pronounced fall between 2020-22, despite an overall increase in consumption volumes. This divergence was largely attributable to the sharp depreciation of the Turkish lira during the period, which eroded the value of sales when measured in global currency terms.

Scope

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

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market in Turkey

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

## Reasons to Buy

- What was the size of the Turkey baby personal care market by value in 2024?
- What will be the size of the Turkey baby personal care market in 2029?
- What factors are affecting the strength of competition in the Turkey baby personal care market?
- How has the market performed over the last five years?
- Who are the top competitors in Turkey's baby personal care market?

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