

Haircare in Turkey

Industry Report | 2025-08-21 | 46 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 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 haircare market includes retail sales of shampoo, hair colorants, conditioner, styling agents, and others. The scope of others includes perms & relaxers, and hair loss treatments. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Turkish haircare market recorded revenues of \$671.8 million in 2024, representing a negative compound annual growth rate (CAGR) of 1.4% between 2019-24.
- Market consumption volume increased with a CAGR of 7.7% between 2019-24, reaching a total of 475.5 million units in 2024.
- The Turkish haircare market has experienced a negative CAGR during the review period, primarily driven by the high costs associated with premium products and increased competition from both local and international brands.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, 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

Reasons to Buy

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

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