

Personal Hygiene in Turkey

Industry Report | 2025-08-28 | 46 pages | MarketLine

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Report description:

Personal Hygiene in Turkey

Summary

Personal Hygiene 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

- Personal hygiene market includes retail sales of anti-perspirants & deodorants, soap, and bath & shower products. Anti-perspirants & deodorants segment covers all antiperspirants and deodorants in spray, stick, roll-on, cream, gel and solid formats. Soap segment includes both bar soap and liquid soaps. Bath & shower products segment includes bubble baths, as well as bath-time washing gels and lotions. It also covers non-liquid bath additives such as bath bombs, beads, and salts. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Turkish personal hygiene market recorded revenues of \$313.8 million in 2024, representing a compound annual growth rate (CAGR) of negative 5.0% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 1.3% between 2019-24, reaching a total of 449.0 million units in 2024.
- The growth of the market contracted during the review period (2019-24), due to the most pronounced fall between 2021-22. 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. However, the growth of the Turkish personal hygiene market during the forecast period is expected to be fueled by the rapid expansion of online retail, especially through platforms such as Trendyol, Hepsiburada, and Amazon.

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Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the personal hygiene market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the personal hygiene market in Turkey
- Leading company profiles reveal details of key personal hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey personal hygiene market with five year forecasts

Reasons to Buy

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

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