

## **Make-Up in Turkey**

Industry Report | 2025-11-13 | 41 pages | MarketLine

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### **Report description:**

Make-Up in Turkey

Summary

Make-Up 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

- Makeup market includes cosmetic products applied to the face, body, or nails to enhance or improve one's appearance, color, or texture.
- The Turkish makeup market recorded revenues of \$582.3 million in 2024, representing a compound annual growth rate (CAGR) of 4.6% between 2019-24.
- Market consumption volume increased with a CAGR of 2.4% between 2019-24, reaching a total of 126.9 million units in 2024.
- The Turkish makeup market registered healthy growth during 2019-24, primarily driven by the rising trend of socializing and the desire to look good. 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 make-up market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in Turkey

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

#### Reasons to Buy

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

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