



Euromonitor
International

Beauty and Personal Care in Turkey

May 2026

Table of Contents

EXECUTIVE SUMMARY

Strong Growth Driven by Economic Recovery and Evolving Consumer Behaviour

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Strong Growth Driven by Economic Recovery and Evolving Consumer Behaviour

Skin Care Leads Value Sales, While Colour Cosmetics Shows Rapid Expansion

Chart 2 - Blurring of the Lines Between Care and Colour

Maruderm'S Clean Formulations Elevate Sustainability Appeal

Chart 3 - Maruderm has Gained Notable Traction in the Turkish Market

Retailers' Private Label Strategies Reshape Consumer Engagement

Chart 4 - Mon Amour Lipgloss and Lipstick Range

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Robust Growth through Evolving Preferences and Economic Factors

Skin Care Will Lead Value Sales While Baby and Child-Specific Products Set to Expand the Fastest

Brands and Retailers to Innovate with Digital, Personalisation, and Sustainability Strategies

Chart 8 - Analyst Insight for Beauty and Personal Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Shares Amid Evolving Consumer Demand

Strategic Acquisitions and Innovative Launches May Reshape the Competitive Dynamics

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Extends Its Lead, Although Overall Offline Retail Gradually Cedes Ground

E-Commerce Rapidly Expands as Digital Innovation Transforms Shopping Habits

Avon and Watsons Partnership Integrates Direct Selling with Omnichannel Retailing

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in Turkey

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Turkish Consumers Balance Spending with Caution in an Inflationary Environment

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Baby and Child-Specific Products

INDUSTRY PERFORMANCE

Turkish Consumers Balance Spending with Caution in an Inflationary Environment

Baby Wipes Leads Sales as Consumers Value Convenience and Clean Products

Chart 22 - Clean Formulation Baby Wipes Pure Baby Organik Pamuklu Islak Havlu

Hepsiburada'S Eco-Friendly Initiative Drives Sustainability Trend Adoption

Chart 23 - Hepsiburada Expands Sustainability

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Socioeconomic Developments Set to Drive Sales Growth

Health and Safety Will Be Important, but Also Price, Driving Growth for Private Label

Brands Likely to Embrace Clean and Sustainable Innovation to Meet Evolving Parental Demands

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kopas Kozmetik Strengthens Its Lead through Broad Portfolio and Innovation

Emerging Turkish Brands Leverage Clean and Sustainable Trends for Growth

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets, Discounters and Hypermarkets Remain Important

E-Commerce Reshapes Purchasing Behaviour with Top Platforms Driving Growth

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Baby and Child-Specific Products

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Baby and Child-Specific Products

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bath and Shower in Turkey

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Price-Sensitive Consumers Maintain Demand, but Switch to Value Options

KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Price-Sensitive Consumers Maintain Demand, but Switch to Value Options

Bar Soap Leads Value Sales and Growth, Driven by Private Label

Yves Rocher Exemplifies the Clean Reimagined Trend Boosting Consumer Trust and Sales

Chart 40 - Yves Rocher Exemplifies Clean Reimagined in Bath and Shower

Chart 41 - Value Sales 2020-2030

Chart 42 - Volume Sales 2020-2030

Chart 43 - Value Sales by Category 2025

WHAT'S NEXT?

Inflation, and Population and Disposable Income Growth to Drive Dynamic Value Expansion

Brands Set to Innovate with Multifunctional Products Inspired by Traditional Ingredients

Leading Brands Will Adopt Eco-Friendly Packaging to Meet Rising Environmental Expectations

Chart 44 - Forecast Value Sales 2020-2030

Chart 45 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Evyap and Colgate-Palmolive Defend Lead through Strategic Resilience

Emerging Niche Brands Leverage Clean Formulations and Digital Reach to Grow

Expansion for Private Label as Cost-Consciousness Rises

Chart 46 - Retailers Offer More Functional and Segmented Ranges

Chart 47 - Company Shares 2025

Chart 48 - Brand Shares 2025

CHANNELS

Supermarkets Maintains Its Lead, While Retail E-Commerce Accelerates Growth

Avon-Watsons Partnership Expands Retail Reach and Consumer Access

Chart 49 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 50 - Economic Context for Bath and Shower

Chart 51 - Real Gdp Growth 2020-2030

Chart 52 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 53 - Consumer Context for Bath and Shower

Chart 54 - Population 2020-2030

Chart 55 - Consumer Expenditure 2020-2030

Chart 56 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Value Growth Impacted by Socioeconomic Factors

KEY INDUSTRY TRENDS

Chart 57 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Colour Cosmetics Value Growth Impacted by Socioeconomic Factors

Lip Products Sees the Most Dynamism, but Eye Make-Up Continues to Lead Sales

Chart 58 - Sephora Plays a Central Role in Accelerating the Lifestyle-Driven Beauty Trend

Asian Beauty Trends Elevate Consumer Engagement and Sales

Chart 59 - Asian Brands Already Have Strong Visibility in Turkey

Ethical and Sustainable Claims Shape Colour Cosmetics

Chart 60 - Brands Embed Sustainability Directly into their Portfolios

Chart 61 - Value Sales 2020-2030

Chart 62 - Volume Sales 2020-2030

Chart 63 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Set to Drive Growth with Multifunctional Products Amid Evolving Consumer Needs

Ethical and Digital Innovation Will Steer Consumer Preference and Brand Loyalty

Chart 64 - Forecast Value Sales 2020-2030

Chart 65 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kosan Kozmetik and L'Oréal Maintain Leading Positions Despite Evolving Competition

South Korean Brands Leverage Digital Engagement to Capture Youth Demand

Chart 66 - Company Shares 2025

Chart 67 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists and Grocery Retailers Lead Retail Sales Amid Promotional Pressure

Avon-Watsons Partnership Expands Omnichannel Presence and Market Reach

Retail E-Commerce Growth Accelerates with Marketplaces and Mobile Commerce

Chart 68 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 69 - Economic Context for Colour Cosmetics

Chart 70 - Real Gdp Growth 2020-2030

Chart 71 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 72 - Consumer Context for Colour Cosmetics

Chart 73 - Population 2020-2030

Chart 74 - Consumer Expenditure 2020-2030

Chart 75 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Private Label Innovation Drives Value Growth Amid Rising Consumer Spending

KEY INDUSTRY TRENDS

Chart 76 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Private Label Innovation Drives Value Growth Amid Rising Consumer Spending
Deodorant Sprays Leads Value Sales, While Sticks Delivers the Fastest Growth
Yves Rocher Leads Sustainability with Plant-Based Innovation and Eco-Packaging

Chart 77 - Yves Rocher Embeds Sustainability

Consumers Shift to Cleaner and More Transparent Formulations

Chart 78 - Local Brands Leverage Turkey's Botanical Richness

Chart 79 - Value Sales 2020-2030

Chart 80 - Volume Sales 2020-2030

Chart 81 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Wellness Set to Drive Sustained Demand for Deodorants
Deodorant Sprays Expected to Lead Value Sales, and See the Fastest Growth
Brands Anticipated to Innovate with Technology and Sustainability to Capture Evolving Consumer Demands

Chart 82 - Forecast Value Sales 2020-2030

Chart 83 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance through Broad Portfolios and Innovation

Chart 84 - Company Shares 2025

Chart 85 - Brand Shares 2025

CHANNELS

Grocery and Non-Grocery Retailers Maintain Dominance While Retail E-Commerce Rises
Value-Driven Innovation and Ethical Retailing Shape Consumer Engagement

Chart 86 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 87 - Economic Context for Deodorants

Chart 88 - Real Gdp Growth 2020-2030

Chart 89 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 90 - Consumer Context for Deodorants

Chart 91 - Population 2020-2030

Chart 92 - Consumer Expenditure 2020-2030

Chart 93 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Private Label Expansion Intensifies the Competition among Retailers and Brands

INDUSTRY PERFORMANCE

Private Label Expansion Intensifies the Competition among Retailers and Brands
Hair Removers/Bleaches Dominates Due to Innovation and Consumer Appeal
Brands Align with Wellness Trends to Reposition Hair Removal as Self-Care
Chart 94 - Depilatories Positioned as Part of Broader Self-Care and Body Care Routines

Chart 95 - Value Sales 2020-2030

Chart 96 - Volume Sales 2020-2030

Chart 97 - Value Sales by Category 2025

WHAT'S NEXT?

Growth through Waxing and Men'S Grooming, Despite Competition

Hair Removers/Bleaches to Lead Value with Waxing, While Razors and Pre-Shave Will Grow Steadily

Chart 98 - Forecast Value Sales 2020-2030

Chart 99 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Gillette and Reckitt Benckiser Consolidate Leadership through Innovation

Niche Natural Products and Wellness Trends Fuel Emerging Opportunities for New Entrants

Retailers Innovate with Private Label and Omnichannel Strategies to Capture Consumers

Chart 100 - Company Shares 2025

Chart 101 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Sales While E-Commerce Sees Growth

Chart 102 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 103 - Economic Context for Depilatories

Chart 104 - Real Gdp Growth 2020-2030

Chart 105 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 106 - Consumer Context for Depilatories

Chart 107 - Population 2020-2030

Chart 108 - Consumer Expenditure 2020-2030

Chart 109 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Urban Consumers Embrace Fragrances as Part of Daily Grooming

KEY INDUSTRY TRENDS

Chart 110 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Urban Consumers Embrace Fragrances as Part of Daily Grooming

Mass Fragrances Leads Value Sales, Supported by Affordability and Broad Accessibility

Local Brands and Ai Innovation Reshape Fragrance Experiences Amid Sustainability Push

Chart 111 - Niche Brands Meet Demand for Sustainable Fragrances

Chart 112 - Consumers Appreciate Botanical Inspired Scents

Chart 113 - Value Sales 2020-2030

Chart 114 - Volume Sales 2020-2030

Chart 115 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Shift to Affordable Indulgences Amid Economic Uncertainty
Mass Fragrances to Maintain Dominance, While Premium Fragrances Set to Surge with Innovation
Brands to Harness Sustainability and Digital Innovation to Capture Emerging Consumer Values
Chart 116 - Analyst Insight for Fragrances
Chart 117 - Forecast Value Sales 2020-2030
Chart 118 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions through Hybrid Retail and Sustainability
Chart 119 - Company Shares 2025
Chart 120 - Brand Shares 2025

CHANNELS

Direct Selling and Health and Beauty Specialists Lead Distribution in 2025
Avon'S Hybrid Retail Strategy and Evolving Channel Dynamics Shape Sales
Retail E-Commerce Benefits From Increasing Digital Engagement
Chart 121 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 122 - Economic Context for Fragrances
Chart 123 - Real Gdp Growth 2020-2030
Chart 124 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 125 - Consumer Context for Fragrances
Chart 126 - Population 2020-2030
Chart 127 - Consumer Expenditure 2020-2030
Chart 128 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rapid Value Growth Driven by Evolving Consumer Preferences and Economic Factors

KEY INDUSTRY TRENDS

Chart 129 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Rapid Value Growth Driven by Evolving Consumer Preferences and Economic Factors
Chart 130 - Watsons Broadens its Hair Care Footprint
Yves Rocher'S Clean Beauty Focus Captures Premium Consumer Interest and Share
Chart 131 - Yves Rocher Aligns with the Growing Clean and Natural Trend
Zara'S Lifestyle-Driven Hair Care Launch Exemplifies Self-Expression and Convenience Trends
Chart 132 - Zara's Strategic Expansion into Hair Care
Chart 133 - Value Sales 2020-2030
Chart 134 - Volume Sales 2020-2030
Chart 135 - Value Sales by Category 2025

WHAT'S NEXT?

Economic and Demographic Factors Set to Drive Growth for Hair Care
2-In-1 Products Expected to Take the Lead in Retail Value Amid Steady Growth

Chart 136 - Analyst Insight for Hair Care
Manufacturers Innovate with Products Containing Natural Ingredients
Chart 137 - Forecast Value Sales 2020-2030
Chart 138 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and L'oréal Leverage Local Strengths to Sustain Lead
Rising Consumer Segmentation Likely to Drive Innovation and Opportunities
Chart 139 - Company Shares 2025
Chart 140 - Brand Shares 2025

CHANNELS

Supermarkets Leads While Retail E-Commerce Accelerates Hair Care Growth
Zara'S Fashion-Driven Launch Reshapes Hair Care Retail Experience
Chart 141 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 142 - Economic Context for Hair Care
Chart 143 - Real Gdp Growth 2020-2030
Chart 144 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 145 - Consumer Context for Hair Care
Chart 146 - Population 2020-2030
Chart 147 - Consumer Expenditure 2020-2030
Chart 148 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rapid Retail Value Growth Driven by Evolving Male Grooming Habits and Economic Expansion

KEY INDUSTRY TRENDS

Chart 149 - Key Industry Trends for Men's Grooming

INDUSTRY PERFORMANCE

Rapid Retail Value Growth Driven by Evolving Male Grooming Habits and Economic Expansion
Men'S Shaving Dominates Sales and Growth
Clean Grooming with Natural Ingredients Reshapes Product Offerings and Consumer Preferences
Chart 150 - Natural Ingredients Increasingly Favoured
Chart 151 - Value Sales 2020-2030
Chart 152 - Volume Sales 2020-2030
Chart 153 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Retailers to Expand Their Reach, Driving Widespread Adoption among Price-Conscious Men
Social Media and Wellness Expected to Drive New Consumer Behaviours and Product Innovation
Chart 154 - Forecast Value Sales 2020-2030
Chart 155 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Gillette and Azmüsebat Lead with Innovation and Natural Product Focus
Natural Product Innovation and Targeted Marketing Present Growth Avenues for Emerging Brands
Private Label Favoured for Offering Grooming Essentials at Lower Prices
Chart 156 - Retailers Provide Accessible, Affordable Products
Chart 157 - Company Shares 2025
Chart 158 - Brand Shares 2025

CHANNELS

Retail Offline Dominates, with Supermarkets Leading Distribution
Retail E-Commerce Grows Rapidly, Reshaping Purchasing Habits for Men'S Grooming
Chart 159 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 160 - Economic Context for Men's Grooming
Chart 161 - Real Gdp Growth 2020-2030
Chart 162 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 163 - Consumer Context for Men's Grooming
Chart 164 - Population 2020-2030
Chart 165 - Consumer Expenditure 2020-2030
Chart 166 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Consumers' Rising Oral Health Awareness Fuels Steady Revenue Growth

KEY INDUSTRY TRENDS

Chart 167 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Consumers' Rising Oral Health Awareness Fuels Steady Revenue Growth
Toothpaste Leads Value Sales, Driven by Specialised Formulations and Premiumisation
Chart 168 - Marvis Herbal and Flavour-Focused Toothpaste Range
Sustainability Initiatives Drive Premium and Niche Product Adoption
Chart 169 - Bamboo Toothbrushes from The Humble Co
Chart 170 - Value Sales 2020-2030
Chart 171 - Volume Sales 2020-2030
Chart 172 - Value Sales by Category 2025

WHAT'S NEXT?

Growth to Be Driven by Personalised and Health-Focused Products
Dental Floss and Mouth Fresheners to See Rapid Growth through Innovation
Digital Engagement and Clean Beauty to Shape Consumer Choice and Market Strategies
Chart 173 - Forecast Value Sales 2020-2030
Chart 174 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Emerging Competition
Innovative Oral Care Formats Drive New Consumer Engagement and Growth

Chart 175 - Company Shares 2025

Chart 176 - Brand Shares 2025

CHANNELS

Supermarkets Strengthens Its Lead, While Retail E-Commerce Sees Growth

Chart 177 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 178 - Economic Context for Oral Care

Chart 179 - Real Gdp Growth 2020-2030

Chart 180 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 181 - Consumer Context for Oral Care

Chart 182 - Population 2020-2030

Chart 183 - Consumer Expenditure 2020-2030

Chart 184 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Turkish Consumers Embrace K-Beauty and Digital Channels, Driving Sales Growth

KEY INDUSTRY TRENDS

Chart 185 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Turkish Consumers Embrace K-Beauty and Digital Channels, Driving Sales Growth

Chart 186 - TikTok's "Cloud Skincare" and "Glass Skin" Routines Drive Skin Care Adoption

Facial Care Leads Value Growth While Hand Care Sees the Strongest Expansion

For Cleansing, Consumers Value Clean Solutions Prioritising Skin Health

Chart 187 - Trend Towards Clean Products

Brands Capitalise on K-Beauty Influence to Engage Consumers

Chart 188 - K-beauty Shelf Space in Major Turkish Retailers and Special Online Sales

Chart 189 - Value Sales 2020-2030

Chart 190 - Volume Sales 2020-2030

Chart 191 - Value Sales by Category 2025

WHAT'S NEXT?

Sustained Growth to Be Driven by Tailored Routines and Ingredient Focus

Chart 192 - Analyst Insight for Skin Care

Facial Care Will Continue to Dominate Value, with Cleansers Seeing Innovation

Social Media and Beauty Tech Collaborations Will Reshape Consumer Engagement and Innovation

Chart 193 - Forecast Value Sales 2020-2030

Chart 194 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Strengthen Their Positions through Innovation and Adaptation

Chart 195 - Company Shares 2025

Chart 196 - Brand Shares 2025

CHANNELS

Offline Retail Dominates, While E-Commerce Drives Rapid Growth
Curated K-Beauty and Premium Beauty Studios Reshape Retail Experiences
Chart 197 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 198 - Economic Context for Skin Care
Chart 199 - Real Gdp Growth 2020-2030
Chart 200 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 201 - Consumer Context for Skin Care
Chart 202 - Population 2020-2030
Chart 203 - Consumer Expenditure 2020-2030
Chart 204 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Strong Value Growth Amid Rising Disposable Incomes

KEY INDUSTRY TRENDS

Chart 205 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Strong Value Growth Amid Rising Disposable Incomes
Chart 206 - Viral and Influencer-Endorsed Products Boost Sales
Adult Sun Care Leads Volume Sales, While Baby and Child-Specific Sun Care Shows Steady Growth
Brands Leverage Multifunctional Sun Care Products to Capture Growth
Chart 207 - Rising Demand for Hybrid Sun Care Products in Turkey
Chart 208 - Value Sales 2020-2030
Chart 209 - Volume Sales 2020-2030
Chart 210 - Value Sales by Category 2025

WHAT'S NEXT?

Dynamic Growth as More Consumers Adopt Daily Use of Sun Protection
Innovative Formats and Radiant Finishes to Capture Evolving Consumer Demand
Affordability Focus and Private Label Growth to Reshape the Competitive Dynamics
Chart 211 - Forecast Value Sales 2020-2030
Chart 212 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Nivea Maintain Lead through Portfolio Breadth and Innovation
Innovative Mineral Powders and Multifunctional Formulations Reshape Consumer Appeal
Chart 213 - Company Shares 2025
Chart 214 - Brand Shares 2025

CHANNELS

Leading Retailers Leverage Promotions to Maintain Offline Dominance
Retail E-Commerce Maintains Growth through Personalised Engagement and Innovation

Chart 215 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 216 - Economic Context for Sun Care

Chart 217 - Real Gdp Growth 2020-2030

Chart 218 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 219 - Consumer Context for Sun Care

Chart 220 - Population 2020-2030

Chart 221 - Consumer Expenditure 2020-2030

Chart 222 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Turkey](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Value Surges Amid Rising Consumer Expenditure and Inflation

KEY INDUSTRY TRENDS

Chart 223 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Premium Beauty and Personal Care Value Surges Amid Rising Consumer Expenditure and Inflation

Premium Skin Care Leads Sales, Driven by Influence of Online Content

Turkish Brands Leverage Digital-First Strategies to Boost Premium Beauty

Chart 224 - Premium Beauty Brands Leverage Digital-First Strategies

Chart 225 - Value Sales 2020-2030

Chart 226 - Value Sales by Category 2025

WHAT'S NEXT?

Millennials and Gen Z to Drive Premium Growth through Science-Backed Products

Premium Skin Care to Remain the Largest, but Hair Care the Fastest Growing

Personalisation and Digital Engagement to Reshape Consumer Experience and Competition

Chart 227 - Forecast Value Sales 2020-2030

Chart 228 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions over 2020-2025 Amid Evolving Consumer Preferences

Personalisation and Technology Adoption Fuel Premium Product Evolution and Opportunities

Chart 229 - Company Shares 2025

Chart 230 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 231 - Economic Context for Premium Beauty and Personal Care

Chart 232 - Real Gdp Growth 2020-2030

Chart 233 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 234 - Consumer Context for Premium Beauty and Personal Care

Chart 235 - Population 2020-2030

Chart 236 - Consumer Expenditure 2020-2030

Chart 237 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Mass Beauty and Personal Care in Turkey

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rapid Growth Driven by Rising Consumer Spending and Increasing Population

KEY INDUSTRY TRENDS

Chart 238 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Rapid Growth Driven by Rising Consumer Spending and Increasing Population

Mass Skin Care Leads Sales, and Mass Adult Sun Care Drives Growth

Retailers Expand Private Label Ranges, Boosting Affordability and Market Share

Chart 239 - The Share of Private Label Continues to Expand

Chart 240 - Value Sales 2020-2030

Chart 241 - Value Sales by Category 2025

WHAT'S NEXT?

Turkish Consumers to Drive Strong Growth in Mass Beauty and Personal Care through Rising Spending

Leading Retailers Expand Omnichannel Presence to Capture Digital-Savvy Shoppers

Miniature Formats and Affordability Campaigns to Sustain Brand Loyalty Amid Inflation

Chart 242 - Forecast Value Sales 2020-2030

Chart 243 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Lead through Innovation and Private Label Expansion

Innovative Product Launches and Promotional Strategies Drive Consumer Engagement and Growth

Chart 244 - Company Shares 2025

Chart 245 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 246 - Economic Context for Mass Beauty and Personal Care

Chart 247 - Real Gdp Growth 2020-2030

Chart 248 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 249 - Consumer Context for Mass Beauty and Personal Care

Chart 250 - Population 2020-2030

Chart 251 - Consumer Expenditure 2020-2030

Chart 252 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-turkey/report.