



**Euromonitor
International**

Deodorants in Türkiye

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 1 - 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 2 - Yves Rocher Embeds Sustainability

Consumers Shift to Cleaner and More Transparent Formulations

Chart 3 - Local Brands Leverage Turkey's Botanical Richness

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - 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 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance through Broad Portfolios and Innovation

Chart 9 - Company Shares 2025

Chart 10 - 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 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Deodorants

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Deodorants

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Türkiye - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - 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 20 - Blurring of the Lines Between Care and Colour

Maruderm'S Clean Formulations Elevate Sustainability Appeal

Chart 21 - Maruderm has Gained Notable Traction in the Turkish Market

Retailers' Private Label Strategies Reshape Consumer Engagement

Chart 22 - Mon Amour Lipgloss and Lipstick Range

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - 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 26 - Analyst Insight for Beauty and Personal Care

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - 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 29 - Company Shares 2025

Chart 30 - 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 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/deodorants-in-turkiye/report.