



Euromonitor
International

Colour Cosmetics in Türkiye

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 1 - 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 2 - Sephora Plays a Central Role in Accelerating the Lifestyle-Driven Beauty Trend

Asian Beauty Trends Elevate Consumer Engagement and Sales

Chart 3 - Asian Brands Already Have Strong Visibility in Turkey

Ethical and Sustainable Claims Shape Colour Cosmetics

Chart 4 - Brands Embed Sustainability Directly into their Portfolios

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - 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 8 - Forecast Value Sales 2020-2030

Chart 9 - 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 10 - Company Shares 2025

Chart 11 - 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 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Colour Cosmetics

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Colour Cosmetics

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - 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 20 - 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 21 - Blurring of the Lines Between Care and Colour

Maruderm'S Clean Formulations Elevate Sustainability Appeal

Chart 22 - Maruderm has Gained Notable Traction in the Turkish Market

Retailers' Private Label Strategies Reshape Consumer Engagement

Chart 23 - Mon Amour Lipgloss and Lipstick Range

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - 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 27 - Analyst Insight for Beauty and Personal Care

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - 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 30 - Company Shares 2025

Chart 31 - 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 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/colour-cosmetics-in-turkiye/report.