



**Euromonitor
International**

Depilatories in Turkey

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Budget considerations maintain a preference for at-home products
Kopas Kozmetik Pazarlama leverages price advantage and strength of hair removers/bleaches to gain retail value share
Supermarkets and beauty specialists dominate distribution

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Players may tap into male demand to expand the consumer base
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Beauty and Personal Care in Turkey - Industry Overview

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DISCLAIMER

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