

# Skin Care in Turkey

May 2025

**Table of Contents** 

## Skin Care in Turkey - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Key beauty and wellbeing trends flourish in skin care

L'Oréal's broad and dynamic range helps to consolidate its leading position

Beauty specialists leverage wide assortments and advantageous price strategies to lead distribution

### PROSPECTS AND OPPORTUNITIES

Focus on wellbeing and preventative health to provide strong impetus to skin care

A new sophisticated and demanding skin care audience emerges in Turkey

Skin care players to partner with electronic facial device manufacturers

#### **CATEGORY DATA**

Table 1 - Sales of Skin Care by Category: Value 2019-2024

Table 2 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 4 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024

Table 6 - LBN Brand Shares of Anti-agers: % Value 2021-2024

Table 7 - LBN Brand Shares of Firming Body Care: % Value 2021-2024

Table 8 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024

Table 9 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 10 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 11 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

# Beauty and Personal Care in Turkey - Industry Overview

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

# MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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