



Colour Cosmetics in Turkey

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Colour cosmetics benefits from dynamic regulatory, product and online developments
L'Oréal Türkiye Kozmetik leads with a strong stable of familiar and trusted brands
Beauty specialists continue to lure consumers with wide variety and high discounts

PROSPECTS AND OPPORTUNITIES

Innovation and popular beauty regimes to help shape the performance of colour cosmetics
Clean beauty to move to the fore
Digitalisation gains weight fast in colour cosmetics in Turkey

CATEGORY DATA

- Table 1 - Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 5 - LBN Brand Shares of Eye Make-up: % Value 2021-2024
- Table 6 - LBN Brand Shares of Facial Make-up: % Value 2021-2024
- Table 7 - LBN Brand Shares of Lip Products: % Value 2021-2024
- Table 8 - LBN Brand Shares of Nail Products: % Value 2021-2024
- Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 11 - Forecast Sales of Colour Cosmetics 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-turkey/report.