



**Euromonitor
International**

Personal Care Appliances in Turkey

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hikes in average retail current unit prices driven by hyperinflation and currency devaluation
- Hair care appliances shape retail volume growth in personal care appliances
- E-commerce strengthens its position with special promotions and stronger selections

PROSPECTS AND OPPORTUNITIES

- Personal care appliances to thrive on younger demographics and urbanisation
- Hair styling appliances to remain popular at-home devices
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