

Dermatologicals in Turkey

October 2023

Table of Contents

Dermatologicals in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New hair loss treatments to cater to growing demand Focus shifts to beauty and personal appearance as the COVID-19 threat diminishes New line marks B-Good's expansion into dermatologicals

PROSPECTS AND OPPORTUNITIES

Demand is set to grow across dermatologicals Increasingly educated parents to boost the use of child-facing dermatologicals Digitalisation fosters marketing and communications benefits

CATEGORY DATA

Table 1 - Sales of Dermatologicals by Category: Value 2018-2023
Table 2 - Sales of Dermatologicals by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Dermatologicals: % Value 2019-2023
Table 4 - LBN Brand Shares of Dermatologicals: % Value 2020-2023
Table 5 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023
Table 6 - Forecast Sales of Dermatologicals by Category: Value 2023-2028
Table 7 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Consumer Health in Turkey - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 10 Sales of Consumer Health by Category: Value 2018-2023
- Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

DISCLAIMER

DEFINITIONS

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