Skin Care in Turkey - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Increase in the offer of dermocosmetics and local products
“Skinimalism” continues to gain popularity
New product launches add dynamism to skin care offer

PROSPECTS AND OPPORTUNITIES
Focus on sustainable and ethical skin care
Evidence-based effectiveness and new formulae to stimulate trust
Added-value emphasis in a fast-growing category

CATEGORY DATA
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Table 2 - Sales of Skin Care by Category: % Value Growth 2017-2022
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Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2019-2022
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Beauty and Personal Care in Turkey - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA
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DISCLAIMER

SOURCES
Summary 1 - Research Sources
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