

# Mass Beauty and Personal Care in Turkey

May 2023

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### 2022 DEVELOPMENTS

Residual high demand and inflation push exponential retail current value growth in 2022

L'Oréal Türkiye Kozmetik leverages wide offer and investment to stay ahead of the field

Discounters and e-commerce increase their appeal to consumers

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Increasing demand for mini versions

Strong company activity is anticipated

Private label is expected to develop and grow

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