

Make-Up sector in Turkey Market 2017: Key Players: Amway Corporation, Clarins Group, Elizabeth Arden Inc., LOreal SA

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WiseGuyReports published new report, titled "Make-Up sector in Turkey"

Summary

The Turkish Make-Up sector is led by the Eye Make-Up market in both value and volume terms, while Nail Make-Up market is forecast to register the fastest value growth during 2016-2021. Hypermarkets & Supermarkets is the leading channel for the distribution of Make-Up products in the country. Rigid Plastics is the most commonly used package material in the sector, while Flexible Packaging is forecast to register the fastest growth during 2016-2021. Yves Rocher International, Avon Products, Inc. and Erkul Kozmetik San Ve Tic AS are the leading market players in the Turkish Make-Up sector. Country Profile report on the Make-Up sector in Turkey provides insights on high growth markets to target, trends in the usage of packaging materials, category level distribution channel data and market share of brands.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2011-2021.
- Category coverage: Value and growth analysis for Eye Make-Up, Face Make-Up, Nail Make-Up, and Lip Make-Up with inputs on individual category share within each market and the change in their market share forecast for 2016-2021
- Leading players: Market share of brands and private labels, including private label growth analysis from 2011-2016
- Distribution data: Percentage of sales within each market through distribution channels such as Hypermarkets & Supermarkets, Health & Beauty Stores, Department Stores, Drug Stores & Pharmacies, and others
- Packaging data: consumption breakdown for package materials and pack types in each market, in terms of percentage share of number of units sold. Package material data for Glass, Rigid Plastics, Paper & Board, Flexible Packaging, and others; pack type data for: Specialty Container, Tube, Jar and Tub.

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Companies mentioned



Amway Corporation
Avon
Clarins Group
Elizabeth Arden Inc.
Estée Lauder Companies Inc.
LOreal SA
Oriflame Cosméticos S.A.
Procter & Gamble
Yves Rocher SA

Scope

- The Make-Up sector in Turkey is forecast to grow at 7.3% CAGR in value terms during 2016-2021.
- Per capita consumption of Eye Make-Up market is the highest in Turkey.
- Hypermarkets & Supermarkets is the largest distribution channel, followed by Health & Beauty Stores.
- Flormar accounts for the leading share in the Turkish Make-Up sector.
- Rigid Plastics is the most commonly used package material in the Turkish Make-Up sector.

Key points

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning
- Access the key and most influential consumer trends driving Make-Up consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target
- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years, resulting in revenue expansion
- The packaging analysis report helps manufacturers; in identifying the most commonly used packaging materials in the sector
- Analysis on key macro-economic indicators such as GDP per capita, population (overall and breakdown by age), and consumer price index. It also covers a comparative analysis of political, economic, socio-demographic, and technological indicators (PEST) across 50 countries.

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