



Euromonitor
International

Skin Care in Türkiye

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Turkish Consumers Embrace K-Beauty and Digital Channels, Driving Sales Growth

Chart 2 - TikTok's "Cloud Skincare" and "Glass Skin" Routines Drive Skin Care Adoption

Facial Care Leads Value Growth While Hand Care Sees the Strongest Expansion

For Cleansing, Consumers Value Clean Solutions Prioritising Skin Health

Chart 3 - Trend Towards Clean Products

Brands Capitalise on K-Beauty Influence to Engage Consumers

Chart 4 - K-beauty Shelf Space in Major Turkish Retailers and Special Online Sales

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Sustained Growth to Be Driven by Tailored Routines and Ingredient Focus

Chart 8 - Analyst Insight for Skin Care

Facial Care Will Continue to Dominate Value, with Cleansers Seeing Innovation

Social Media and Beauty Tech Collaborations Will Reshape Consumer Engagement and Innovation

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Strengthen Their Positions through Innovation and Adaptation

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Offline Retail Dominates, While E-Commerce Drives Rapid Growth

Curated K-Beauty and Premium Beauty Studios Reshape Retail Experiences

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Skin Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Skin Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Türkiye - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Strong Growth Driven by Economic Recovery and Evolving Consumer Behaviour

Skin Care Leads Value Sales, While Colour Cosmetics Shows Rapid Expansion

Chart 22 - Blurring of the Lines Between Care and Colour

Maruderm'S Clean Formulations Elevate Sustainability Appeal

Chart 23 - Maruderm has Gained Notable Traction in the Turkish Market

Retailers' Private Label Strategies Reshape Consumer Engagement

Chart 24 - Mon Amour Lipgloss and Lipstick Range

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Robust Growth through Evolving Preferences and Economic Factors

Skin Care Will Lead Value Sales While Baby and Child-Specific Products Set to Expand the Fastest

Brands and Retailers to Innovate with Digital, Personalisation, and Sustainability Strategies

Chart 28 - Analyst Insight for Beauty and Personal Care

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Shares Amid Evolving Consumer Demand

Strategic Acquisitions and Innovative Launches May Reshape the Competitive Dynamics

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Extends Its Lead, Although Overall Offline Retail Gradually Cedes Ground

E-Commerce Rapidly Expands as Digital Innovation Transforms Shopping Habits

Avon and Watsons Partnership Integrates Direct Selling with Omnichannel Retailing

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/skin-care-in-turkiye/report.