

The Elixir of Beauty: Turkish Cosmetics and Personal Care Products



Turkish Cosmetics and Personal Care Products

Parallel with the increase in living standards, the wish to keep a young and attractive appearance, the increasing number of working women and the young population of the country has led to the development of the cosmetics sector in Türkiye. Given the dynamic youth population, numerous multinational cosmetic and personal care giants are engaged in manufacturing and marketing facilities in Türkiye, in addition to a large number of strong domestic actors. As a result, the industry thrives even more with every day, appealing to not only the domestic market, but an international audience as well.

Product Range

- ✓ Bath and Shower Products
- ✓ Beauty and Make-up Products
- ✓ Skin Care Products
- ✓ Hair Products
- ✓ Perfume and Toiletries
- ✓ Oral and Dental Hygiene Products

Turkish Cosmetics and Personal Care Facts



Recruiting 14,000 people



About 3250 companies operating in the sector



US\$ 1200 million annual exports



Exports decupled in 15 years



Personal care products have the biggest export share with 27%



World's 5th biggest soap exporter by quantity



Top export destinations: EU, Iraq, Iran, Saudi Arabia, UAE, Israel, Libya and USA



USA market has the largest growth rate with 55%



Biggest importer is Iraq with 10%

All the data provided are either as of or prior to 2018.

Reasons Why You Should Prefer Turkish Cosmetics and Personal Care

- 01** Ultimate quality
- 02** High production capacity
- 03** Vast product diversity
- 04** Rapid industrial development
- 05** Modernization and technological improvements
- 06** ISO 9000 Quality System
- 07** ISO 14001 Certificates
- 08** Global reputation of large variety of herbs cultivation
- 09** Product quality in world standards
- 10** World-famous laurel and olive oil soaps produced in large quantities



