

Exporter from Türkiye seeks OEM/ODM partners for personal care and hygiene products

Summary

Profile type

Business request

Company's country

Türkiye

POD reference

BRTR20260318002

Profile status

PUBLISHED

Type of partnership

Supplier agreement
Outsourcing agreement
Commercial agreement

Targeted countries

• **All countries**

Contact Person

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Term of validity

18 Mar 2026
18 Mar 2027

Last update

18 Mar 2026

General Information

Short summary

A Turkish manufacturer active in cosmetics, personal care and personal hygiene products is looking for international partners interested in private label cooperation, formulation development, and access to new markets. The company offers a portfolio of more than 2000 in-house formulations, enabling partners to launch products rapidly under their own brand, while also allowing product adaptation and further formulation development based on market needs. The company is interested in long-term coop.

Full description

The headquarters and production facilities of the company are in Istanbul, where a modern production plant operates covering approximately 7,500 square meters. The facility is equipped with advanced manufacturing technologies and has a production capacity of up to 150 tons per day. The main products include cleaning detergents, skin care, hair care, and baby care. These products are manufactured according to international quality standards and are exported to many global markets. The portfolio is designed to support strong margins, repeat purchases, and brand loyalty, making it well-suited for distribution and long-term growth in the international markets. The main competencies of the company include manufacturing of cosmetic and hygiene products, private label production for global brands, product formulation and research & development, quality control and regulatory compliance, packaging and product design, international trade and export operations. Through continuous innovation and investment in technology, the company aims to provide high-quality products that meet international market standards.

Advantages and innovations

The company offers a flexible cooperation model that combines private label manufacturing with product adaptation and formulation development. This enables partners to reduce time-to market, respond more effectively to target market expectations and build differentiated product portfolios under their own brands. Its main strength lies in supporting both ready-to-commercialize solutions and customized product development within the same cooperation framework, providing commercial flexibility and faster market entry.

Technical specification or expertise sought

The company is seeking commercial and product development partners with expertise in the cosmetics, personal care, and hygiene sectors, particularly those interested in OEM/ODM and private label cooperation. Relevant partners may include brand owners, distributors, wholesalers, retailers, and other commercial operators looking to expand their product portfolio with reliable manufacturing support.

Partners with experience in launching or scaling skin care, hair care, baby care, cleaning detergents, and other hygiene-related product lines are particularly relevant. From a technical and operational perspective, the company can support partners through a wide portfolio of more than 2,000 in-house formulations, high-capacity manufacturing infrastructure, quality control processes, packaging and product design capabilities, and export-oriented operations. Therefore, the ideal partner should be able to define target market needs, specify product expectations, and contribute to commercialization strategies in its region.

Additional interest is placed on partners who understand regulatory and quality expectations in their markets and who can work jointly on product positioning, packaging adaptation, and route-to-market planning. The cooperation may range from sourcing ready-to-commercialize products under private label arrangements to jointly developing differentiated products in line with market demand.

Overall, the company is looking for partners that combine commercial reach with market insight, and that value a flexible manufacturing partner capable of offering both standardized and customized product solutions for international growth.

Stage of development

Already on the market

IPR Status

No IPR applied

IPR Notes

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 3: Good Health and Well-being**
- **Goal 17: Partnerships to achieve the Goal**

Partner Sought

Expected role of the partner

The partner should act as a brand owner, distributor, wholesaler, retailer or other commercial operator interested in launching or expanding cosmetics, personal care and personal hygiene products in its market. The role of the partner includes placing private label orders, supporting commercialization and, where relevant, cooperating in formulation adaptation or new product development in line with market demand.

Type of partnership

Supplier agreement

Outsourcing agreement

Commercial agreement

Type and size of the partner

• **Big company**

• **SME <=10**

• **SME 11-49**

• **SME 50 - 249**

Dissemination

Technology keywords

• **06001015 - Pharmaceutical Products / Drugs**

Targeted countries

• **All countries**

Market keywords

• **05007001 - Disposable products**

• **05007007 - Other medical/health related (not elsewhere classified)**

• **07004002 - Health and beauty aids**

• **05007002 - Pharmaceuticals/fine chemicals**

Sector groups involved

• **Retail**

• **Health**