

# Toilet Care in Turkey

February 2024

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## Toilet Care in Turkey - Category analysis

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#### 2023 DEVELOPMENTS

ITBs records positive volume growth while in-cistern devices decline Toilet liquids face rising competition from bleach and general-purpose cleaners Unit prices of toilet care products rise, driving retail value growth

#### PROSPECTS AND OPPORTUNITIES

Enhanced formulas stimulate ongoing demand in toilet care products Discounters and e-commerce see shares grow across the forecast period Price sensitivity leads to an increase in the sales of private label products

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