

Dishwashing in Turkey

February 2024

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Dishwashing in Turkey - Category analysis

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2023 DEVELOPMENTS

Automatic dishwashing products drive retail volume growth through bulk purchases

The share of ecological products rise, aligning with eco-conscious consumer demands

Fairy increases ground to significantly challenge sales of Pril and Finish

PROSPECTS AND OPPORTUNITIES

The rising penetration of dishwashers drives growth for automatic dishwashing tablets Local brands increase share, challenging leading international players

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DISCLAIMER

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