



**Euromonitor
International**

Polishes in Türkiye

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Indutry Trends for Polishes

INDUSTRY PERFORMANCE

Volume Declines as Inflation Drives Value Growth Amid Shifting Consumer Needs

Home Furnishing Trends Shape Category Dynamics

Chart 2 - Value Sales of Polishes 2020-2030

Chart 3 - Volume Sales of Polishes 2020-2030

Chart 4 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Consumers Continue to Favour Low-Maintenance Products, Hindering Sales Growth

Shoe Polish Demand to Remain Limited Due to Changing Fashion Trends

Rising Production Costs Likely to Drive Price Increases

Chart 5 - Forecast Value Sales of Polishes 2020-2030

Chart 6 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

Cigir Kimya Maintains Lead over Polishes

Chart 7 - Company Shares of Polishes 2025

Chart 8 - Brand Shares of Polishes 2025

CHANNELS

Supermarkets Lead through Brand Variety While E-Commerce Expands with Urban Digital Adoption

Chart 9 - Retail Channels of Polishes 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Polishes

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Polishes

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Türkiye - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Brands Drive Growth in Home Care through Affordability

Chart 18 - Hayat Kimya Launches its Super Spray

Premiumisation Underpins Value Growth through Advanced Formulations and Sensory Appeal

Chart 19 - Henkel Launches Perwoll Liquid Detergent

Evolving Product Formats Transform Category through Convenience and Innovation

Chart 20 - Reckitt Benckiser's Lysol Multi purpose Disinfectant

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Premiumisation to Focus on Functionality and Sustainability

Local Brands Expected to Maintain Dominance through Affordability

Diversification in Product Formats and Retail Channels

Chart 24 - Forecast Value Sales of Home Care 2020-2030

Chart 25 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Producers Gain Ground at the Expense of Multinationals

Chart 26 - Company Shares of Home Care 2025

Chart 27 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets and Discounters Dominate through Assortment and Affordability

E-Commerce Sustains Steady Growth Despite Structural Constraints

Chart 28 - Retail Channels of Home Care 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/polishes-in-turkiye/report.