

Toilet Care in Turkey

January 2023

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Toilet Care in Turkey - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Toilet care registers a volume decline, despite solid current retail value growth
The popularity of bleach continues to limit the appeal of toilet care products
ITBs continue to post positive retail volume growth, despite price hikes

PROSPECTS AND OPPORTUNITIES

Increased disposable incomes benefit sales as players focus on added-value
The expansion of discounter chains leads to increased share for the retailers
International brands set to remain dominant, benefiting from positive reputations

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Home Care in Turkey - Industry Overview

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DISCLAIMER

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