

## **Turkey Sanitary Protection Market Forecast 2022-2028**

Market Report | 2022-10-18 | 128 pages | Inkwood Research

### **AVAILABLE LICENSES:**

- Single User Price \$900.00
- Global Site License \$1000.00
- \$1200.00

### **Report description:**

#### **KEY FINDINGS**

The Turkey sanitary protection market is estimated to grow with a 10.05% CAGR by 2028. Market players focus on attracting affluent consumers, and their return to busy lifestyles drives market growth.

#### **MARKET INSIGHTS**

In Turkey, the overall demand for sanitary protection is expected to remain stable owing to the rising disposable income in the country, increase in cognizance level, and initiatives undertaken by local governments and manufacturers that are projected to drive the Turkey sanitary protection market. Novel product innovations are expected to accelerate growth further. Also, increasing initiatives to launch eco-friendly, innovative, and easy-to-use solutions and rising awareness is expected to stimulate the demand for sanitary protection in Turkey.

Further, initiatives by governments and various organizations to eliminate taboos and raise awareness about menstruation are anticipated to augment Turkey's market growth. In addition, social media plays a vital role in bringing awareness about hygiene-related topics. Due to persistent price sensitivity, the dominant sanitary towels with wings offer the main growth opportunities, particularly in the economy segment. Companies of branded goods introduced distinctive and innovative products in response to increased competition from lower-cost private-label products.

#### **COMPETITIVE ANALYSIS**

Some key market players include Eruslu Saglik Urunleri San ve Tic AS, Hayat Kimya Sanayi AS, Procter & Gamble Tuketim Mallari Sanayi Ltd SKT, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- Competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

## **Table of Contents:**

### TABLE OF CONTENTS

#### 1. RESEARCH SCOPE & METHODOLOGY

##### 1.1. STUDY OBJECTIVES

##### 1.2. SCOPE OF STUDY

##### 1.3. METHODOLOGY

##### 1.4. ASSUMPTIONS & LIMITATIONS

#### 2. EXECUTIVE SUMMARY

##### 2.1. MARKET SIZE & ESTIMATES

##### 2.2. COUNTRY SNAPSHOT

##### 2.3. COUNTRY ANALYSIS

##### 2.4. KEY GROWTH ENABLERS

##### 2.5. KEY CHALLENGES

#### 3. KEY ANALYTICS

##### 3.1. IMPACT OF COVID-19 ON TURKEY SANITARY PROTECTION MARKET

##### 3.2. KEY MARKET TRENDS

###### 3.2.1. BUSY LIFESTYLES OF CONSUMERS BOOST GROWTH

###### 3.2.2. ADVANCEMENTS BY MARKET PLAYERS TO RETAIN AFFLUENT CONSUMERS

##### 3.3. PORTER'S FIVE FORCES ANALYSIS

###### 3.3.1. BUYERS POWER

###### 3.3.2. SUPPLIERS POWER

###### 3.3.3. SUBSTITUTION

###### 3.3.4. NEW ENTRANTS

###### 3.3.5. INDUSTRY RIVALRY

##### 3.4. OPPORTUNITY MATRIX

##### 3.5. PESTLE ANALYSIS

##### 3.6. VALUE CHAIN ANALYSIS

##### 3.7. KEY BUYING CRITERIA

###### 3.7.1. MATERIAL AND COMPOSITION

###### 3.7.2. DISPOSAL

###### 3.7.3. COST

###### 3.7.4. ABSORBENCY

#### 4. MARKET BY TYPE

##### 4.1. PANTYLINERS

##### 4.2. TAMPONS

##### 4.3. TOWELS

#### 5. MARKET BY DISTRIBUTION CHANNEL

##### 5.1. DISCOUNTERS

##### 5.2. HYPERMARKETS

##### 5.3. SUPERMARKETS

##### 5.4. HEALTH AND BEAUTY SPECIALIST RETAILERS

##### 5.5. E-COMMERCE

##### 5.6. OTHER DISTRIBUTION CHANNELS

#### 6. COMPETITIVE LANDSCAPE

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.1. MARKET SHARE ANALYSIS
  - 6.1.1. SANITARY PROTECTION
- 6.2. BRAND SHARE ANALYSIS
  - 6.2.1. SANITARY PROTECTION
- 6.3. COMPANY PROFILES
  - 6.3.1. ERUSLU SAGLIK URUNLERI SAN VE TIC AS
  - 6.3.2. HAYAT KIMYA SANAYI AS
  - 6.3.3. JOHNSON & JOHNSON SIHHI MALZEME SAN VE TIC AS
  - 6.3.4. KIMBERLY-CLARK TUKETIM MALLARI SAN VE TIC AS
  - 6.3.5. PROCTER & GAMBLE TUKETIM MALLARI SANAYI LTD SKT

## Turkey Sanitary Protection Market Forecast 2022-2028

Market Report | 2022-10-18 | 128 pages | Inkwood Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Price	\$900.00
	Global Site License	\$1000.00
		\$1200.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-18"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com