

Dishwashing in Turkey

Market Direction | 2023-01-01 | 20 pages | Euromonitor

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Report description:

In 2022, dishwashing products registered a significantly lower retail volume growth in comparison to the review period. The deterioration of the economic conditions in the country and the devaluation of the Turkish Lira led to high double-digit unit price increases due to higher import, production and distribution costs. In addition, the drop in dishwasher sales at the end of the review period also adversely affected sales.

Euromonitor International's Dishwashing in Turkey market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dishwashing market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Dishwashing products record marginal retail volume growth in 2022
Cost-conscious consumers reduce the quantity of dishwashing products used
The share of larger pack sizes rises, as consumers look to save costs

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