

Laundry Care in Turkey

Market Direction | 2023-01-01 | 26 pages | Euromonitor

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Report description:

In 2022, the average unit prices of laundry care skyrocketed due to the significant devaluation of the Turkish Lira. This led to increased imports of raw materials and products and manufacturing and distribution costs. In response, to high inflation rates, on 1 April 2022 the Turkish government decreased VAT from 18% to 8% for all home care products. However, the decrease in the VAT had a negligible impact on price increases. Although the VAT decrease meant that the prices did not go up in April...

Euromonitor International's Laundry Care 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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