

Surface Care in Turkey

Market Direction | 2023-01-01 | 23 pages | Euromonitor

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Report description:

?Retail volume growth rates for the majority of categories under surface care were curbed by the general adverse economic conditions in the country in 2022, which exhibited itself in skyrocketing inflation rates. This meant significant increases in the average unit prices as a result of the steep depreciation of the Turkish Lira, making the cost of production, import and distribution higher.

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface 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

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reliable information resources to help drive informed strategic planning.

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SURFACE CARE IN TURKEY

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2022 DEVELOPMENTS

Strong growth stimulated by descalers and multi-purpose cleaners

Players launch products with stronger formulas to gain retail value share

Discounters is the leading retail channel, benefiting from strong price promotions

PROSPECTS AND OPPORTUNITIES

Sales of task-specific products increase as players focus on added properties

Multinational manufacturers face heavy competition from local players

Ongoing expansion leads to a rising share for discounters

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