

## **Away-From-Home Tissue and Hygiene in Turkey**

Market Direction | 2023-03-13 | 20 pages | Euromonitor

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### **Report description:**

Away-from-home sales of tissue benefited from the end of COVID-19 measures in Turkey. With the full reopening of shopping centres, public offices and workplaces, organisations had to keep stocked up with essential retail tissue products. High inflation and rising costs have hindered growth somewhat as businesses look to economise. Several key categories, such as away-from-home wipers, toilet paper and paper towels witnessed slower volume growth in 2022 compared to 2021, but nonetheless still ben...

Euromonitor International's Away-from-Home Tissue and Hygiene in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Away-from-Home Hygiene, Away-from-Home Tissue.

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

### **Why buy this report?**

- \* Get a detailed picture of the Away-from-Home Tissue and Hygiene 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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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Away-From-Home Tissue and Hygiene in Turkey  
Euromonitor International  
March 2023

List Of Contents And Tables

### **AWAY-FROM-HOME TISSUE AND HYGIENE IN TURKEY**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Removal of COVID-19 pandemic measures drives growth in away-from-home

Increased hygiene consciousness supports away-from-home category

Away-from-home paper tableware rebounds as horeca outlets recover

#### **PROSPECTS AND OPPORTUNITIES**

AFH tissue and hygiene is to register volume growth

Average unit prices likely to rise

#### **CATEGORY DATA**

Table 1 Sales of Away-From-Home Tissue and Hygiene by Category: Value 2017-2022

Table 2 Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 3 Sales of Away-From-Home Paper Towels by Type: % Value 2017-2022

Table 4 Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2017-2022

Table 5 Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2022

Table 6 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2022-2027

Table 7 Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2022-2027

### **TISSUE AND HYGIENE IN TURKEY**

#### **EXECUTIVE SUMMARY**

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

#### **MARKET INDICATORS**

Table 8 Birth Rates 2017-2022

Table 9 Infant Population 2017-2022

Table 10 Female Population by Age 2017-2022

Table 11 Total Population by Age 2017-2022

Table 12 Households 2017-2022

Table 13 Forecast Infant Population 2022-2027

Table 14 Forecast Female Population by Age 2022-2027

Table 15 Forecast Total Population by Age 2022-2027

Table 16 Forecast Households 2022-2027

#### **MARKET DATA**

Table 17 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 18 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

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Table 19	□NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022
Table 20	□LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022
Table 21	□Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022
Table 22	□Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022
Table 23	□Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022
Table 24	□Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027
Table 25	□Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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#### SOURCES

#### Summary 1 Research Sources

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