

## **Sanitary Protection in Turkey**

Market Direction | 2023-03-13 | 21 pages | Euromonitor

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### **Report description:**

In 2022, sanitary protection saw retail volume sales decline following a sharp increase in average unit prices, making these products substantially less affordable for many females. Inflation soared whilst the devaluation of the Turkish Lira raised the cost of imported raw materials and goods raising overall supply chain costs. Despite the VAT reduction from 18% to 8% on all tissue and hygiene products in April 2022, unit prices continued to rise swiftly from May 2022 onwards. The phenomenal sur...

Euromonitor International's Sanitary Protection 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: Pantyliners, Sanitary Protection Including Intimate Wipes, Tampons, Towels.

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

Why buy this report?

- \* Get a detailed picture of the Sanitary Protection 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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Euromonitor International  
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