

Baby and Child-Specific Products in Turkey

Market Direction | 2023-05-12 | 25 pages | Euromonitor

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Report description:

Growing awareness of child care amongst Turkish parents as a consequence of better education positively influenced the strong performance of baby and child-specific products in the review period. This helped the category to show resilience during the Coronavirus (COVID-19) pandemic, with many product types seeing higher demand as consumers were less inclined to stop purchasing goods for their offspring. Only baby and child-specific sun care registered a decline in retail volume and current value...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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