

Bath and Shower in Turkey

Market Direction | 2023-05-12 | 23 pages | Euromonitor

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Report description:

Heightened consumer awareness of the importance of personal hygiene and a rising focus on physical health and wellbeing in the wake of the Coronavirus (COVID-19) pandemic boosted retail volume and value sales of bath and shower in Turkey. Public health specialists' recommendation to shower daily, or at least every other day, as a personal hygiene measure against COVID-19 had a positive overall effect on bath and shower use.

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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BATH AND SHOWER IN TURKEY

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