

## **Consumer Health in Turkey**

Market Direction | 2023-10-04 | 104 pages | Euromonitor

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### **Report description:**

Economic instability, characterised by very high inflation, continues to restrain retail volume sales at the end of the review period. The Turkish economy is taking longer than many other countries to recover from the economic effects of Coronavirus (COVID-19), due to the upheaval of political elections in May 2023 and two big earthquakes, which affected around 20% of the population and the country's wider logistics capacity. With prices increasing and GDP taking time to recover, Turkish consume...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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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