

Air Care in Turkey

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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Report description:

In 2023, the prices of air care products experienced a significant rise, driven by the devaluation of the Turkish Lira. This devaluation led to higher expenses in importing, producing, and distributing these products, compelling manufacturers to raise their prices. Consequently, the affordability of these products declined for consumers. Despite this, air care products exhibited a positive retail volume performance despite the economic crisis. However, this was driven by the spray/aerosol format...

Euromonitor International's Air Care in Turkey market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Candle Air Fresheners, Car Air Fresheners, Electric Air Fresheners, Gel Air Fresheners, Liquid Air Fresheners, Other Air Care, Spray/Aerosol Air Fresheners.

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

Why buy this report?

- * Get a detailed picture of the Air Care 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

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reliable information resources to help drive informed strategic planning.

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AIR CARE IN TURKEY

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Spray/aerosol formats drive retail volume growth, while price rises drive value sales

Supermarkets lead, but discounters emerge as the fastest-growing channel

Reckitt Benckiser maintains the overall lead as private label gains ground

PROSPECTS AND OPPORTUNITIES

Air care set to register positive growth over the forecast period

Spray/aerosol air care is predicted to register the most dynamic growth

Private label is set to grow as discounters expand across the country

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