

Polishes in Turkey

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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Report description:

With rising inflation impacting price points, 2023 saw double-digit retail value growth. However, retail volume declined in all areas, with deepest declines noted in metal polish and furniture polish. The decline observed in both floor and furniture polishes is due to the diminishing use of classic furniture and wooden floors across the country. Traditional wooden furniture is viewed as outdated by many, while real wood floors are considered too costly. The shift towards modern furniture, which...

Euromonitor International's Polishes 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: Floor Polish, Furniture Polish, Metal Polish, Shoe Polish.

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

Why buy this report?

- * Get a detailed picture of the Polishes 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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Table of Contents:

Polishes in Turkey
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List Of Contents And Tables

POLISHES IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline due to shifting preferences in furniture, flooring, and homeware

Unit prices record a significant increase, bolstering retail value growth

Cigir Kimya leads sales in 2023 due to its strong position in shoe polish

PROSPECTS AND OPPORTUNITIES

Polishes continue to record a volume decline aligned with changing preferences

Shoe polishes registers the lowest volume decline across the landscape

The competitive environment will be stagnant, limiting growth potential

CATEGORY DATA

Table 1 Sales of Polishes by Category: Value 2018-2023

Table 2 Sales of Polishes by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Polishes: % Value 2019-2023

Table 4 LBN Brand Shares of Polishes: % Value 2020-2023

Table 5 Forecast Sales of Polishes by Category: Value 2023-2028

Table 6 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

HOME CARE IN TURKEY

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 Key trends

Competitive landscape

Retailing developments

What's next for home care?

MARKET INDICATORS

Table 7 Households 2018-2023

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2018-2023

Table 9 Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home Care: % Value 2019-2023

Table 11 LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 Distribution of Home Care by Format: % Value 2018-2023

Table 14 Distribution of Home Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Home Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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