

## **Menstrual Care in Turkey**

Market Direction | 2024-03-15 | 21 pages | Euromonitor

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### **Report description:**

The year 2023 witnessed a notable surge in the volume sales of menstrual care products in Turkey, marking a modest yet significant rebound from the preceding year's decline. This growth was chiefly fuelled by the introduction of new and innovative products within the product area, particularly in the categories of pantyliners and slim/thin/ultra towels with wings. Building upon the trend observed in 2022, where the product area faced challenges amidst price escalations and economic uncertainties...

Euromonitor International's Menstrual Care 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 2019-2023, 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, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- \* Get a detailed picture of the Menstrual 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 reliable information resources to help drive informed strategic planning.

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