

Baby and Child-Specific Products in Turkey

Market Direction | 2024-04-23 | 25 pages | Euromonitor

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Report description:

Baby and child-specific products in Turkey witnessed positive growth in 2023, fuelled by a wave of new product launches. A notable example is Bayer Turk Kimya Sanayi Ltd Sti's introduction of Bepanthol in two new subcategories: baby and child-specific hair care and skin care. Leveraging Bepanthol's strong brand recognition and established distribution network within Turkey, these new product offerings have made a successful entry into the market. This focus on innovation extends beyond establish...

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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