

Household Products in Turkey

Industry Report | 2024-05-24 | 43 pages | MarketLine

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Report description:

Household Products in Turkey

Summary

Household Products in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The household products market consists of the retail sale of textile washing products, paper products, dishwashing products, air fresheners, insecticides, toilet care, scouring products, furniture & floor polish, shoe polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2023 exchange rates.
- The Turkish Household Products market had total revenues of \$1,891.8 million in 2023, representing a compound annual growth rate (CAGR) of 19.4% between 2018 and 2023.
- Market consumption volumes declined with a CAGR of 0% between 2018 and 2023, to reach a total of 433.7 million units in 2023.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 20.2% for the five-year period 2023 - 2028, which is expected to drive the market to a value of \$4,750.4 million by the end of 2028.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the household products market in Turkey

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in Turkey
- Leading company profiles reveal details of key household products market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey household products market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Turkey household products market by value in 2023?
- What will be the size of the Turkey household products market in 2028?
- What factors are affecting the strength of competition in the Turkey household products market?
- How has the market performed over the last five years?
- Who are the top competitors in Turkey's household products market?

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