

Household Products in Turkey

Industry Report | 2025-06-05 | 44 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 size (value 2019-24, and forecast to 2029). 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 includes retail sales of textile washing products, tissue & hygiene, dishwashing products, general purpose cleaners, insecticides, and others. The scope of others includes air fresheners, bleach, furniture & floor polish, shoe polish, scouring products and toilet care. Market volume represents retail sales volume. 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 2024 exchange rates.
- The Turkish household products market recorded revenues of \$1,847.8 million in 2024, representing a negative compound annual growth rate (CAGR) of 12.7% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.8% between 2019-24, reaching a total of 439.8 million units in 2024.
- The Turkish household products market growth contraction during 2019-24 can be attributed to the prolonged economic instability, high inflation, currency depreciation, and weakened consumer purchasing power, which led households to reduce spending on non-essential goods.

Scope

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

Reasons to Buy

- What was the size of the Turkey household products market by value in 2024?
- What will be the size of the Turkey household products market in 2029?
- What factors are affecting the strength of competition in the Turkey household products market?
- How has the market performed over the last five years?
- How large is Turkey's household products market in relation to its regional counterparts?

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