

## **Feminine Hygiene in Turkey**

Industry Report | 2025-09-11 | 45 pages | MarketLine

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### **Report description:**

Feminine Hygiene in Turkey

#### Summary

Feminine Hygiene in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 feminine hygiene market includes retail sales of sanitary pads, women's disposable razors & blades, internal cleansers & sprays, pantliners & shields, and tampons. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Turkish feminine hygiene market recorded revenues of \$189 million in 2024, representing a negative compound annual growth rate (CAGR) of 6.7% between 2019-24.
- Market consumption volume increased with a CAGR of 2.9% between 2019-24, reaching a total of 433.9 million units in 2024.
- The Turkish feminine hygiene market recorded a negative value CAGR during 2019-24 mainly due to macroeconomic pressures. High inflation raised production and retail costs, reducing consumers' purchasing power and driving trade-downs to cheaper brands.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the feminine hygiene market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the feminine hygiene market

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in Turkey

- Leading company profiles reveal details of key feminine hygiene market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey feminine hygiene market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Turkey feminine hygiene market by value in 2024?
- What will be the size of the Turkey feminine hygiene market in 2029?
- What factors are affecting the strength of competition in the Turkey feminine hygiene market?
- How has the market performed over the last five years?
- What are the main segments that make up Turkey's feminine hygiene market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

###### 1.1. Market value

###### 1.2. Market value forecast

###### 1.3. Market volume

###### 1.4. Market volume forecast

###### 1.5. Category segmentation

###### 1.6. Geography segmentation

###### 1.7. Market share

###### 1.8. Market rivalry

###### 1.9. Competitive landscape

##### 2 Market Overview

###### 2.1. Market definition

###### 2.2. Market analysis

##### 3 Market Data

###### 3.1. Market value

###### 3.2. Market volume

##### 4 Market Segmentation

###### 4.1. Category segmentation

###### 4.2. Geography segmentation

###### 4.3. Market distribution

##### 5 Market Outlook

###### 5.1. Market value forecast

###### 5.2. Market volume forecast

##### 6 Five Forces Analysis

###### 6.1. Summary

###### 6.2. Buyer power

###### 6.3. Supplier power

###### 6.4. New entrants

###### 6.5. Threat of substitutes

###### 6.6. Degree of rivalry

##### 7 Competitive Landscape

###### 7.1. Market share

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- 7.2. Who are the leading players in the Turkish feminine hygiene market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
- 7.4. Which companies market shares have suffered during 2019-24?
- 7.5. What are the most popular brands in the Turkish feminine hygiene market in 2024?

#### 8 Company Profiles

- 8.1. The Procter & Gamble Co
- 8.2. Hayat Kimya Sanayi A.S.
- 8.3. Kimberly-Clark Corp
- 8.4. Ontex Group NV

#### 9 Macroeconomic Indicators

- 9.1. Country data

#### 10 Appendix

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

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