



# Air Care in Turkey

February 2024

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## Air Care in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spray/aerosol formats drive retail volume growth, while price rises drive value sales  
Supermarkets lead, but discounters emerge as the fastest-growing channel  
Reckitt Benckiser maintains the overall lead as private label gains ground

#### PROSPECTS AND OPPORTUNITIES

Air care set to register positive growth over the forecast period  
Spray/aerosol air care is predicted to register the most dynamic growth  
Private label is set to grow as discounters expand across the country

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