

Bleach in Turkey

February 2024

Table of Contents

Bleach in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach maintains small but steady growth, with positive retail volume sales
The unit price of bleach experiences a double-digit rise, driving value growth
Innovative product launches from Domestos support category growth

PROSPECTS AND OPPORTUNITIES

Retail volume growth of bleach slows due to product maturity
International brands become increasingly challenged by local and private label goods
The germ-killing efficacy of bleach will mitigate the threat from surface care

CATEGORY DATA

- Table 1 - Sales of Bleach: Value 2018-2023
- Table 2 - Sales of Bleach: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Bleach: % Value 2019-2023
- Table 4 - LBN Brand Shares of Bleach: % Value 2020-2023
- Table 5 - Forecast Sales of Bleach: Value 2023-2028
- Table 6 - Forecast Sales of Bleach: % Value Growth 2023-2028

Home Care in Turkey - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 Key trends
Competitive landscape
Retailing developments
What's next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2018-2023
- Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 13 - Distribution of Home Care by Format: % Value 2018-2023
- Table 14 - Distribution of Home Care by Format and Category: % Value 2023
- Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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