

# Household Cleaning and Personal Care Products in Turkey: ISIC 2424

April 2024

Table of Contents

## HEADLINES

### INDUSTRY OVERVIEW

Chart 1 - Key Industry's Indicators 2018-2028

### PRODUCTION SCORECARD

Summary 1 - Scorecard of Production Pillar 2018-2028

Chart 2 - Production Value Regional Comparison 2023

Chart 3 - Production Value per Capita Regional Comparison 2023

Chart 4 - Production Value Growth Regional Comparison 2018-2028

Chart 5 - Future and Absolute Growth of Production Value Regional Comparison 2023-2028

Chart 6 - Production Value 2018-2028

Chart 7 - Production Value by Category 2018-2023

Chart 8 - Production Value by Category 2023-2028

Chart 9 - Production Value per Employee 2018-2023

Chart 10 - Exports 2018-2023

Chart 11 - Exports Regional Comparison 2023

### COST STRUCTURE

Chart 12 - Cost Structure Comparison 2023

Chart 13 - Cost Structure 2018-2023

Chart 14 - Profit and Profit Margin 2018-2023

Chart 15 - Average Salary 2018-2023

Chart 16 - Labour Costs and Employee Productivity Comparison 2018-2023

### FIRMOGRAPHICS

Chart 17 - Number of Companies by Size 2018/2023

Chart 18 - Competitive Landscape Structure by Company Size 2018/2023

Chart 19 - Top Companies' Ranking 2018-2023 and % of Production Value 2023

### MARKET OVERVIEW

#### CONSUMPTION SCORECARD

Summary 2 - Scorecard of Consumption 2018-2023

Chart 20 - Market Size Regional Comparison 2023

Chart 21 - Market Size per Capita Regional Comparison 2023

Chart 22 - Market Size Growth Regional Comparison 2018-2023

Chart 23 - Market Size Absolute and Average Historic Growth Regional Comparison 2018-2023

Chart 24 - Market Structure by Buyer 2018-2023

Chart 25 - Market Structure 2018-2023

Chart 26 - Market Structure by Category 2018-2023

Chart 27 - Imports 2018-2023

Chart 28 - Imports Regional Comparison 2023

### ATTRACTIVENESS INDEX

Chart 29 - Attractiveness Index in Selected Industries 2023

Chart 30 - Household Cleaning and Personal Care Products Attractiveness Index Comparison Across All Industries 2023

Chart 31 - Attractiveness Index Methodology

### ECONOMIC CONTEXT AND LABOUR MARKET

Summary 3 - Economic Context and Labour Market 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/household-cleaning-and-personal-care-products-in-turkey-isic-2424/report](http://www.euromonitor.com/household-cleaning-and-personal-care-products-in-turkey-isic-2424/report).