



Euromonitor
International

Menstrual Care in Turkey

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Towels perform well, supporting robust growth, with more modern options gaining attention
Players are balanced between global, local, and private label
Discounters leads distribution in menstrual care, having gradually taken over from supermarkets

PROSPECTS AND OPPORTUNITIES

Menstrual care will maintain a healthy CAGR over the forecast period
Premium designs and eco-friendly innovations will drive developments
E-commerce expected to maintain growth, but remain comparably modest in share

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Tissue and Hygiene in Turkey - Industry Overview

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DISCLAIMER

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