



Euromonitor
International

Toilet Care in Turkey

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rim blocks and rim liquids are the only products to record retail volume growth
Bleach and general purpose cleaners pose strong competition to toilet liquids
Rising prices impact consumer behaviour and demand for toilet care

PROSPECTS AND OPPORTUNITIES

Sophisticated product formulas are predicted to drive growth and support sales in toilet care
Discounters and retail e-commerce are expected to improve their market share
Price sensitivity is expected to support the growth of private label products

CATEGORY DATA

- Table 1 - Sales of Toilet Care by Category: Value 2019-2024
- Table 2 - Sales of Toilet Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Toilet Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Toilet Care: % Value 2021-2024
- Table 5 - Forecast Sales of Toilet Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

Home Care in Turkey - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

- Table 7 - Households 2019-2024

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2019-2024
- Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 13 - Distribution of Home Care by Format: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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