



Euromonitor
International

Air Care in Turkey

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Electric and spray/aerosol formats record positive retail value growth in 2024
Significant rise in unit prices impact consumer purchasing behaviour
Reckitt Benckiser retains its lead while the share of discounters and private label rises

PROSPECTS AND OPPORTUNITIES

Retail volume growth is expected to be supported by improved disposable incomes and innovation
Electric air fresheners is expected to register the strongest retail volume growth
The expansion of private label products is expected to continue over the forecast period

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Home Care in Turkey - Industry Overview

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DISCLAIMER

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