



Euromonitor
International

Laundry Care in Turkey

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Powder laundry detergents records higher growth than liquid formats as price sensitive behaviour rises
Retail volume decline for fabric softeners and liquid tablet detergents as consumers view these as non-essential
Manufacturers implement strategies to keep price increases under control

PROSPECTS AND OPPORTUNITIES

Liquid detergents is expected to demonstrate stronger retail volume growth than powder formats
Price-sensitive behaviour is set to increase the share of discounters over the forecast period
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DISCLAIMER

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