



Euromonitor
International

Retail Tissue in Turkey

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail tissue maintains positive growth thanks to necessity of such products
Volume lead held by discounter BIM, while Eczacibasi Tuketim Urunleri San ve Tic holds the value lead
Discounters maintains its lead and dynamic growth, while e-commerce continues to develop

PROSPECTS AND OPPORTUNITIES

A healthy CAGR set to continue, with paper towels showing the strongest growth
The launch of high quality and multi-purpose products expected to drive value growth
Discounters to remain to be the main channel of distribution

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Tissue and Hygiene in Turkey - Industry Overview

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DISCLAIMER

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