

Baby and Child-Specific Products in Turkey

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Baby and Child-Specific Products in Turkey - Category analysis

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2024 DEVELOPMENTS

Skin health and effectiveness spur baby and child-specific skin care and sun care Dalin leads while Bepanthol gains momentum Wide choice, competitive prices and convenience maintain supermarkets' popularity

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Higher demand for safe, good quality baby and child-specific products Private label to intensify the pressure on established brands Safe and more natural products to gain prominence

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