



Euromonitor
International

Retail Adult Incontinence in Turkey

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Light retail adult incontinence options show the strongest growth, while the largest category is seen in moderate/heavy options
Strong investments from local companies intensify competition
Health and beauty specialists remain the strongest channel, albeit losing share to the growth of supermarkets and e-commerce

PROSPECTS AND OPPORTUNITIES

Retail adult incontinence maintains good potential for ongoing growth
Innovations which offer enhanced comfort and sustainability options are expected
Shifting distribution dynamics will be seen in the rise of e-commerce and expanding retail channels

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Tissue and Hygiene in Turkey - Industry Overview

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DISCLAIMER

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