



Bleach in Turkey

February 2025

Table of Contents

Bleach in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable demand as Turkish consumers appreciate the strong hygiene benefits of bleach

Innovative products drive consumer interest in advanced cleaning solutions

Economic pressures and heightened competition shape market trends

PROSPECTS AND OPPORTUNITIES

Retail volume growth is expected to slow down as the bleach market matures over the forecast period

Competitive pressure is set to rise as local brands and private label challenge multinational brands

Discounter stores are set to gain ground as key distribution channels for bleach

CATEGORY DATA

Table 1 - Sales of Bleach: Value 2019-2024

Table 2 - Sales of Bleach: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Bleach: % Value 2020-2024

Table 4 - LBN Brand Shares of Bleach: % Value 2021-2024

Table 5 - Forecast Sales of Bleach: Value 2024-2029

Table 6 - Forecast Sales of Bleach: % Value Growth 2024-2029

Home Care in Turkey - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 - Households 2019-2024

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2019-2024

Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024

Table 10 - NBO Company Shares of Home Care: % Value 2020-2024

Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024

Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 13 - Distribution of Home Care by Format: % Value 2019-2024

Table 14 - Distribution of Home Care by Format and Category: % Value 2024

Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029

Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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