



Surface Care in Turkey

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Multi-purpose cleaners record positive growth as consumers perceive these to be cost-effective
Convenience and competitive pricing support strong retail volume growth for all purpose cleaning wipes
Discounters lead distribution as consumers search for affordable price points

PROSPECTS AND OPPORTUNITIES

Surface care is expected to record positive growth as task-specific products gain ground
Competition in the market is set to intensify as the share of local brands rises
The popularity of all purpose cleaning wipes will increase as players focus on innovations

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Home Care in Turkey - Industry Overview

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DISCLAIMER

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