



Away-From-Home Tissue and Hygiene in Turkey

March 2024

Table of Contents

Away-From-Home Tissue and Hygiene in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive volume growth for away-from-home tissue
Away-from-home adult incontinence products benefit from ageing population
Increase in unit prices of away-from-home tissue and hygiene products

PROSPECTS AND OPPORTUNITIES

Stimulated away-from-home tissue sales with the rise of on-trade and retail establishments
Positive impact on away-from-home hygiene sales from ageing population and urbanisation
Rising competition among away-from-home producers

CATEGORY DATA

Table 1 - Sales of Away-From-Home Tissue and Hygiene by Category: Value 2018-2023
Table 2 - Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 3 - Sales of Away-From-Home Paper Towels by Type: % Value 2018-2023
Table 4 - Distribution of Away-From-Home Tissue and Hygiene by Format: % Value 2018-2023
Table 5 - Distribution of Away-From-Home Tissue and Hygiene by Format and Category: % Value 2023
Table 6 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: Value 2023-2028
Table 7 - Forecast Sales of Away-From-Home Tissue and Hygiene by Category: % Value Growth 2023-2028

Tissue and Hygiene in Turkey - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 8 - Birth Rates 2018-2023
Table 9 - Infant Population 2018-2023
Table 10 - Female Population by Age 2018-2023
Table 11 - Total Population by Age 2018-2023
Table 12 - Households 2018-2023
Table 13 - Forecast Infant Population 2023-2028
Table 14 - Forecast Female Population by Age 2023-2028
Table 15 - Forecast Total Population by Age 2023-2028
Table 16 - Forecast Households 2023-2028

MARKET DATA

Table 17 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
Table 18 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
Table 20 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
Table 21 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
Table 22 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
Table 23 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
Table 25 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-turkey/report.