

Air Care in Turkey

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Spray/aerosol formats drive retail volume growth, while price rises drive value sales
Supermarkets lead, but discounters emerge as the fastest-growing channel
Reckitt Benckiser maintains the overall lead as private label gains ground

PROSPECTS AND OPPORTUNITIES

Air care set to register positive growth over the forecast period
Spray/aerosol air care is predicted to register the most dynamic growth
Private label is set to grow as discounters expand across the country

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DISCLAIMER

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