

Household Products in Turkey

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Abstracts

Household Products in Turkey

SUMMARY

Household Products in Turkey industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The household products market consists of the retail sale of textile washing products, paper products, dishwashing products, air fresheners, insecticides, toilet care, scouring products, furniture & floor polish, shoe polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2018 exchange rates.

The Turkish household products market had total revenues of \$1,040.6m in 2018, representing a compound annual growth rate (CAGR) of 5.1% between 2014 and 2018.

Market consumption volume increased with a CAGR of 3.7% between 2014%li%2018, to reach a total of 1,209.3 million units in 2018.

Despite unstable economic conditions such as rising unemployment rates and declining consumer purchasing power the market recorded strong growth during the review period.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the household products market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in Turkey

Leading company profiles reveal details of key household products market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey household products market with five year forecasts

REASONS TO BUY

What was the size of the Turkey household products market by value in 2018?

What will be the size of the Turkey household products market in 2023?

What factors are affecting the strength of competition in the Turkey household products market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's household products market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Turkish household products market?
- 7.3. Which companies have been most successful in increasing their market shares since 2014?
- 7.4. Which companies' market shares have suffered between 2014 and 2018?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Eczacibasi Holding AS
- 8.3. Hayat Kimya Sanayi A.S.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Turkey household products market value: \$ million, 2014-18
- Table 2: Turkey household products market volume: million units, 2014-18
- Table 3: Turkey household products market category segmentation: \$ million, 2018
- Table 4: Turkey household products market geography segmentation: \$ million, 2018
- Table 5: Turkey household products market distribution: % share, by value, 2018
- Table 6: Turkey household products market value forecast: \$ million, 2018-23
- Table 7: Turkey household products market volume forecast: million units, 2018-23
- Table 8: Turkey household products market share: % share, by value, 2018
- Table 9: The Procter & Gamble Co: key facts
- Table 10: The Procter & Gamble Co: Annual Financial Ratios
- Table 11: The Procter & Gamble Co: Key Employees
- Table 12: The Procter & Gamble Co: Key Employees Continued
- Table 13: Eczacibasi Holding AS: key facts
- Table 14: Eczacibasi Holding AS: Key Employees
- Table 15: Hayat Kimya Sanayi A.S.: key facts
- Table 16: Hayat Kimya Sanayi A.S.: Key Employees
- Table 17: Turkey size of population (million), 2014-18
- Table 18: Turkey gdp (constant 2005 prices, \$ billion), 2014-18
- Table 19: Turkey gdp (current prices, \$ billion), 2014-18
- Table 20: Turkey inflation, 2014-18
- Table 21: Turkey consumer price index (absolute), 2014-18
- Table 22: Turkey exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Turkey household products market value: \$ million, 2014-18

Figure 2: Turkey household products market volume: million units, 2014-18

Figure 3: Turkey household products market category segmentation: % share, by value, 2018

Figure 4: Turkey household products market geography segmentation: % share, by value, 2018

Figure 5: Turkey household products market distribution: % share, by value, 2018

Figure 6: Turkey household products market value forecast: \$ million, 2018-23

Figure 7: Turkey household products market volume forecast: million units, 2018-23

Figure 8: Forces driving competition in the household products market in Turkey, 2018

Figure 9: Drivers of buyer power in the household products market in Turkey, 2018

Figure 10: Drivers of supplier power in the household products market in Turkey, 2018

Figure 11: Factors influencing the likelihood of new entrants in the household products market in Turkey, 2018

Figure 12: Factors influencing the threat of substitutes in the household products market in Turkey, 2018

Figure 13: Drivers of degree of rivalry in the household products market in Turkey, 2018

Figure 14: Turkey household products market share: % share, by value, 2018

COMPANIES MENTIONED

The Procter & Gamble Co

Eczacibasi Holding AS

Hayat Kimya Sanayi A.S.

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