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Oral Hygiene in Turkey - Market Summary, Competitive Analysis and Forecast, 2016-2025

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Abstracts

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SUMMARY

Oral Hygiene in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The oral hygiene market consists of retail sales of breath fresheners (non-confectionery), dental floss, denture care, mouthwash, toothbrushes and replacement heads, and toothpaste. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2020 exchange rates.

The Turkish oral hygiene market had total revenues of $248.5 million in 2020, representing a compound annual growth rate (CAGR) of 10% between 2016 and 2020.

Market consumption volume increased with a CAGR of 0.2% between 2016 and 2020, to reach a total of 94.4 million units in 2020.

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A large young population and growing acceptance of good hygiene practices have helped the market to grow at a strong rate.

SCOPE

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

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

Leading company profiles reveal details of key oral hygiene market players' global operations and financial performance

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

REASONS TO BUY

What was the size of the Turkey oral hygiene market by value in 2020?

What will be the size of the Turkey oral hygiene market in 2025?

What factors are affecting the strength of competition in the Turkey oral hygiene market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's oral hygiene market?

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