

# Oral Hygiene in Turkey

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## Abstracts

### Oral Hygiene in Turkey

#### Summary

Oral Hygiene in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). 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 & 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 2023 exchange rates.

The Turkish Oral Hygiene market had total revenues of \$284.8 million in 2023, representing a compound annual growth rate (CAGR) of -1.1% between 2018 and 2023.

Market consumption volumes declined with a negative CAGR of 0.8% between 2018 and 2023, to reach a total of 105.8 million units in 2023.

The performance of the market is forecast to decline even faster, with an anticipated negative CAGR of 8.3% for the five-year period 2023-2028, which is expected to drive the market to a value of \$184.3 million by the end of 2028.

## Scope

Save time carrying out entry-level research by identifying the size, growth, 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 by both value and volume

## Reasons to Buy

What was the size of the Turkey oral hygiene market by value in 2023?

What will be the size of the Turkey oral hygiene market in 2028?

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

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