

# Turkey Household Products Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

Household Products in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). 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 2021 exchange rates.

The Turkish Household Products market had total revenues of \$2,774.5m in 2021, representing a compound annual growth rate (CAGR) of 10.8% between 2016 and 2021.

Market consumption volume increased with a CAGR of 4% between 2016 and 2021, to reach a total of 487.8 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 9.6% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$4,396.7m by the end of 2026.

## **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 2021?

What will be the size of the Turkey household products market in 2026?

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?

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