

# Feminine Hygiene Products Market in Turkey 2022

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## Abstracts

Feminine hygiene refers to personal care products that are used by women during menstruation, vaginal discharge, and other bodily functions related to the vulva. These products include tampons, sanitary pads, menstrual cups, and others designed to manage the symptoms of a woman's menstrual cycle. Good menstrual hygiene management is essential to the well-being and empowerment of women and adolescent girls. According to a report by StrategyHelix, the feminine hygiene products market in Turkey is set to increase by US\$ 463 million during 2022-2028, growing at a CAGR of 11.8% during the forecast period.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for feminine hygiene products. The Turkey feminine hygiene products market is segmented on the basis of product, and distribution channel. On the basis of product, the feminine hygiene products market in Turkey has been segmented into pads, pantyliners, tampons, others. By distribution channel, the feminine hygiene products market in Turkey has been segmented into supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others.

The pads market is further segmented into pads with wings, and pads without wings. Furthermore, the pads market has been categorized into thin pads, and regular pads.

The report also includes the profiles of leading companies such as The Procter & Gamble Company (P&G), Hayat Holding A.S., Kimberly-Clark Corporation, Eruslu Saglik Urunleri San ve Tic A.S.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the feminine hygiene products market to help drive informed decision making for industry executives, policy makers, academic, and

analysts.

#### Report Scope

Product: pads, pantyliners, tampons, others

Distribution channel: supermarkets and hypermarkets, specialty stores, e-commerce, convenience stores, others

Years considered: this report covers the period 2018 to 2028

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey feminine hygiene products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. FEMININE HYGIENE PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Pads  
Pantyliners  
Tampons  
Others

### **PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets and hypermarkets  
Specialty stores  
E-commerce  
Convenience stores  
Others

### **PART 5. KEY COMPANIES**

The Procter & Gamble Company (P&G)  
Hayat Holding A.S.  
Kimberly-Clark Corporation  
Eruslu Saglik Urunleri San ve Tic A.S.  
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