



Euromonitor
International

Dishwashing in Turkey

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Dishwashing in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic dishwashing products drive retail volume growth through bulk purchases
The share of ecological products rise, aligning with eco-conscious consumer demands
Fairy increases ground to significantly challenge sales of Pril and Finish

PROSPECTS AND OPPORTUNITIES

The rising penetration of dishwashers drives growth for automatic dishwashing tablets
Local brands increase share, challenging leading international players
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DISCLAIMER

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