

Feminine Care in Turkey to 2011

Description: Introduction

This databook is a detailed information resource covering all the key data points on Feminine Care in Turkey. It includes comprehensive value volume segmentation and market share data. The databook supplies actual data to 2006 and full forecasts to 2011.

Scope

Contains information on 4 categories: Internal Cleansers, Pantliners & shields, Sanitary Pads and Tampons. Provides market value, volume, expenditure and consumption data by market, segment and subsegment. Includes company and brand share data by categories.

Highlights

The market for Feminine Care in Turkey increased between 2001-2006, growing at an average annual rate of 14.6%. The leading company in the market in 2006 was Procter & Gamble Company, The. The second-largest player was Ontex Hygieneartikel Deutschland GmbH with Hayat Grubu in third place.

Reasons to Purchase

Discover the major quantitative trends affecting the Feminine Care markets. Understand consumers' consumption and expenditure patterns. Understand the future direction of the market with reliable historical data and full five year forecasting.

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