



Euromonitor
International

Nappies/Diapers/Pants in Türkiye

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Key Demographic Trends Shape Demand Developments and Company Strategies

Sleepy Extra Size 7 and Bulk Formats Drive Longer Usage and Higher Spend per Child

Chart 2 - Launch of Sleepy Extra Size 7 to Counter Falling Birth Rates

Chart 3 - Analyst Insight for Nappies/Diapers/Pants

Evy Baby and Molfix Accelerate Innovation in Line with the Category Balance between Affordability and Premiumisation

Chart 4 - Evy Baby Comes in Affordable Hypoallergenic Multipacks

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands to Drive Growth through Extended Use and Flexible Pricing

Disposable Pants to Outpace Core Lines in Growth Terms as Innovation Meets Changing Needs

Premiumisation Advances Where Benefits Are Clearly Proven and Promoted

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Consolidate Leadership of the Competitive Landscape

Chart 10 - Molfix Launches Turkey'S Only Oxygen System Nappies in 2025

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Discounters Expand Reach and Share as Supermarkets Maintain Top Spot

E-Commerce Attracts Bulk Buyers with Convenience and Value

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Nappies/Diapers/Pants

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Nappies/Diapers/Pants

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Türkiye - Industry Overview

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Aqua's New Bulk Offer Strengthens Affordability as Inflationary Pressure Continues to Bite

Chart 22 - Aqua Launches Bulk Toilet Paper

Toilet Paper Drives Retail Tissue's Fast Growth in Value Sales

Sleepy Bio Natural Makes Premium, Clean-Label Wipes Affordable for Families

Chart 23 - Chart Sleepy Bio Natural Offers Premium, Clean Label Baby Wipes

Chart 24 - Value Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters to Extend Reach as Value for Money Choices Reshape Product Mix

Chart 26 - Analyst Insight for Tissue and Hygiene

Adult Incontinence and Natural Hygiene Lines to Attract New Demand Drivers

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Competitive Landscape Sees Gradual Concentration

Evyap Sabun Yag Gliserin Acquires the Komili Brand to Help Reshape Competitive Dynamics

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Discounters Expand Reach as Value for Money Trumps Format Loyalty

E-Commerce Accelerates as Convenience Reshapes Shopping Habits

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Tissue and Hygiene

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Tissue and Hygiene

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/nappies-diapers-pants-in-turkiye/report.