



**Euromonitor  
International**

# Retail Tissue in Türkiye

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Retail Tissue Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Tissue

### INDUSTRY PERFORMANCE

Consumer Behaviour Reflects Need and Affordability Concerns, but Also Trading-Up Instincts

Toilet Paper Dominates as Consumers Seek Comfort and Hygiene

Chart 2 - Sofia Launches Premium 4-ply Toilet Paper in 2025

Premium Innovations Win over Value-Conscious Shoppers Despite Economic Pressure on Household Budgets

Chart 3 - Sofia Skin Love Targets Skin Care and Hygiene Needs

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

### WHAT'S NEXT?

Discounters and E-Commerce to Expand Reach as Households Prioritise Value for Money

Boxed Facial Tissues Players to Leverage Wellness Focus to Gain Momentum

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Discounters and Leading Branded Players Reshape Share through Pricing and Scale

Chart 9 - Analyst Insight for Retail Tissue

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

### CHANNELS

Discounters and E-Commerce Gain as Value-Driven Purchasing Intensifies

Aqua and Premium Brands Reshape Competition through Pricing

Chart 12 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Tissue

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Tissue

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Türkiye - Industry Overview

### EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

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

Chart 21 - 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 22 - Chart Sleepy Bio Natural Offers Premium, Clean Label Baby Wipes

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

## WHAT'S NEXT?

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

Chart 25 - Analyst Insight for Tissue and Hygiene

Adult Incontinence and Natural Hygiene Lines to Attract New Demand Drivers

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - 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 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

## CHANNELS

Discounters Expand Reach as Value for Money Trumps Format Loyalty

E-Commerce Accelerates as Convenience Reshapes Shopping Habits

Chart 30 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/retail-tissue-in-turkiye/report](http://www.euromonitor.com/retail-tissue-in-turkiye/report).