

PRIVATE LABEL TÜRKİYE TRENDLERİ

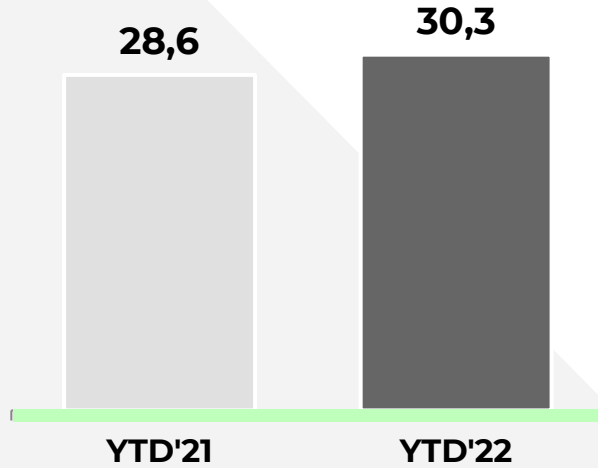


PLAT İÇİN HAZIRLANMIŞTIR
HAZİRAN 2022

PRIVATE LABEL PERFORMANSI – FMCG TOPLAM TÜRKİYE

PRIVATE LABEL CİRO PAYI %

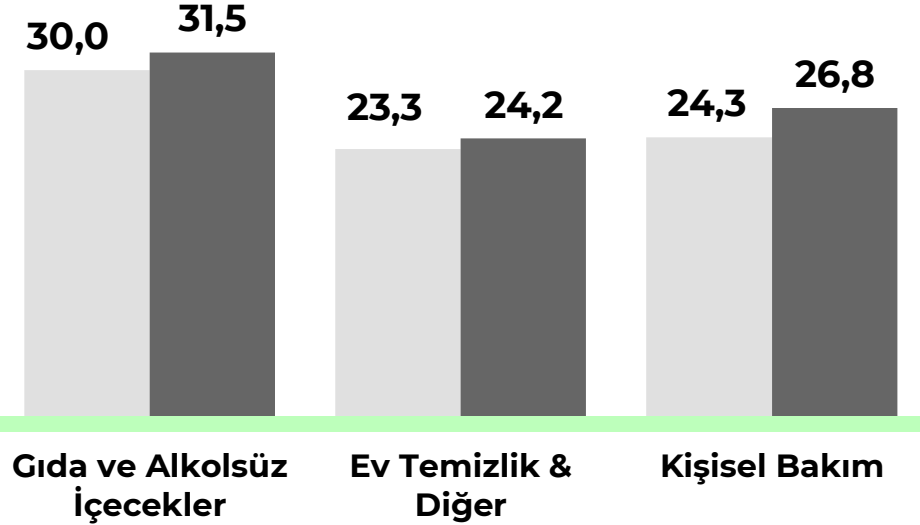
YTD: OCAK-NİSAN DÖNEMİ



PRIVATE LABEL
TOPLAM FMCG
(Sigara Alkol Hariç)

PL CİRO DEĞİŞİMİ
YTD'22 vs. YTD'21

%79



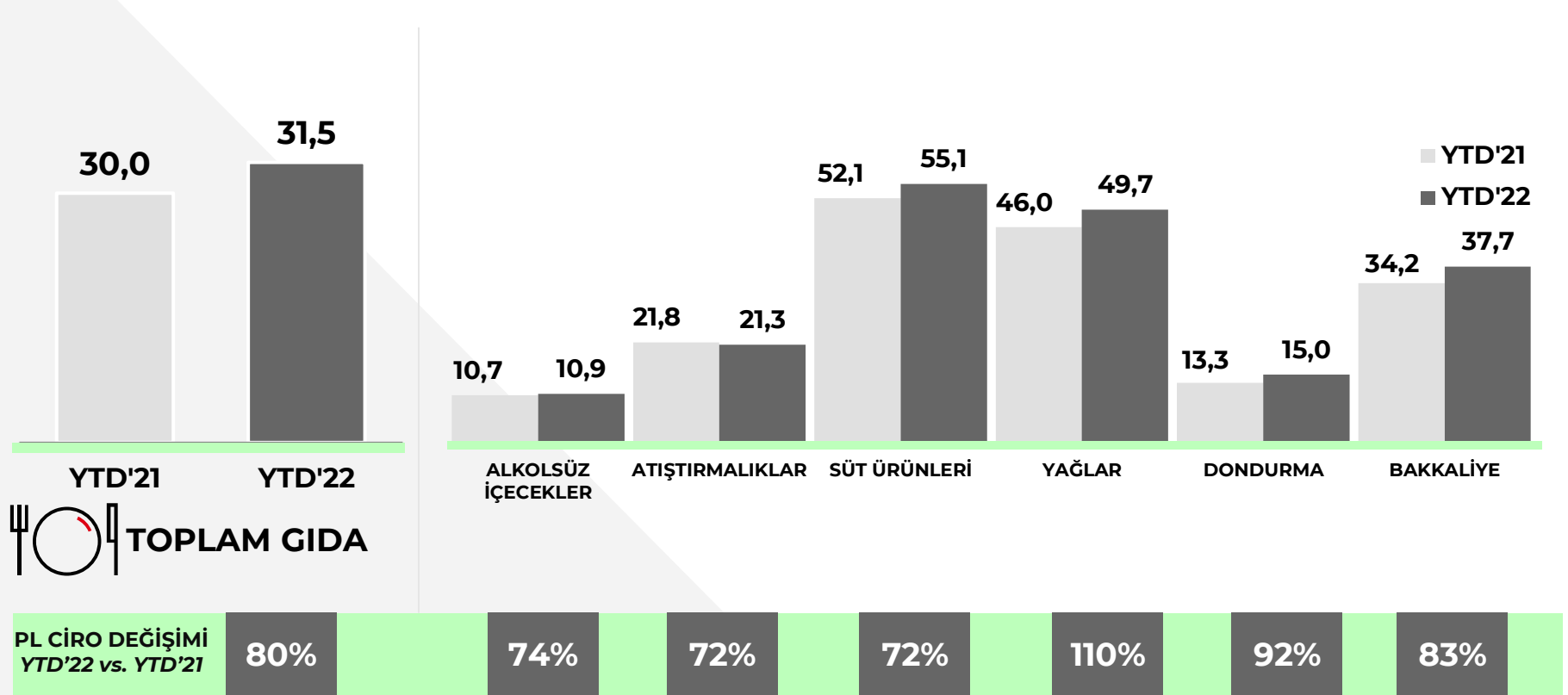
%80

%63

%81

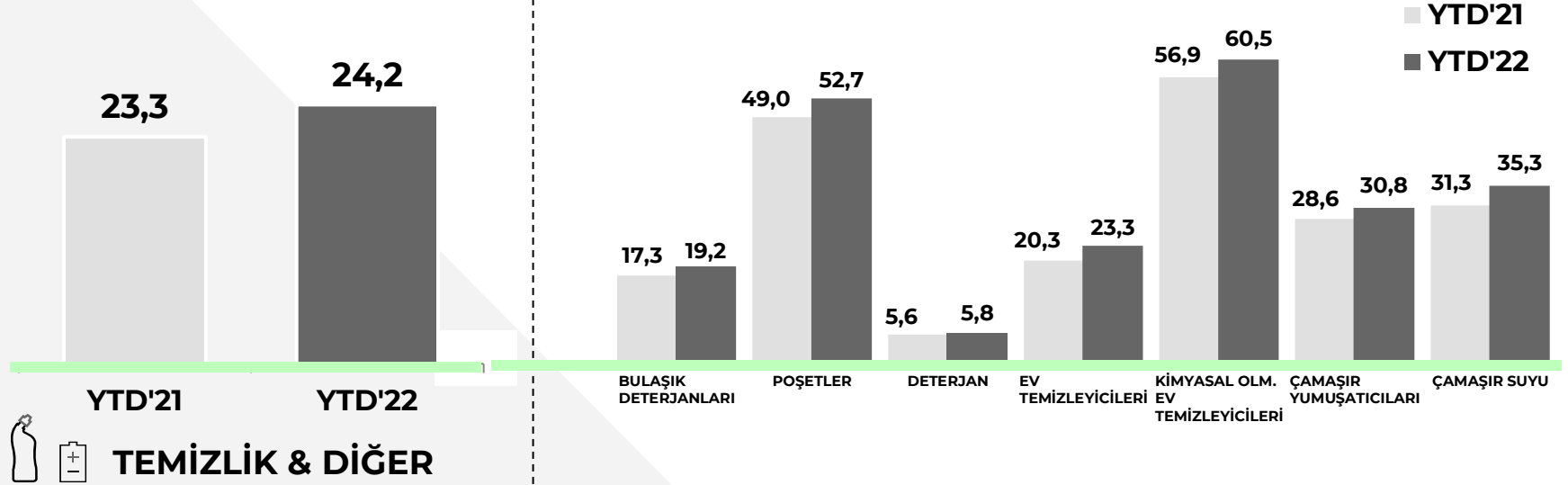
PRIVATE LABEL PERFORMANSI – GIDA

PRIVATE LABEL CİRO PAYI %



FMCG PRIVATE LABEL PERFORMANSI – TEMİZLİK & DİĞER

PRIVATE LABEL CİRO PAYI %



PL CİRO DEĞİŞİMİ
YTD'22 vs. YTD'21

63%

68%

56%

71%

79%

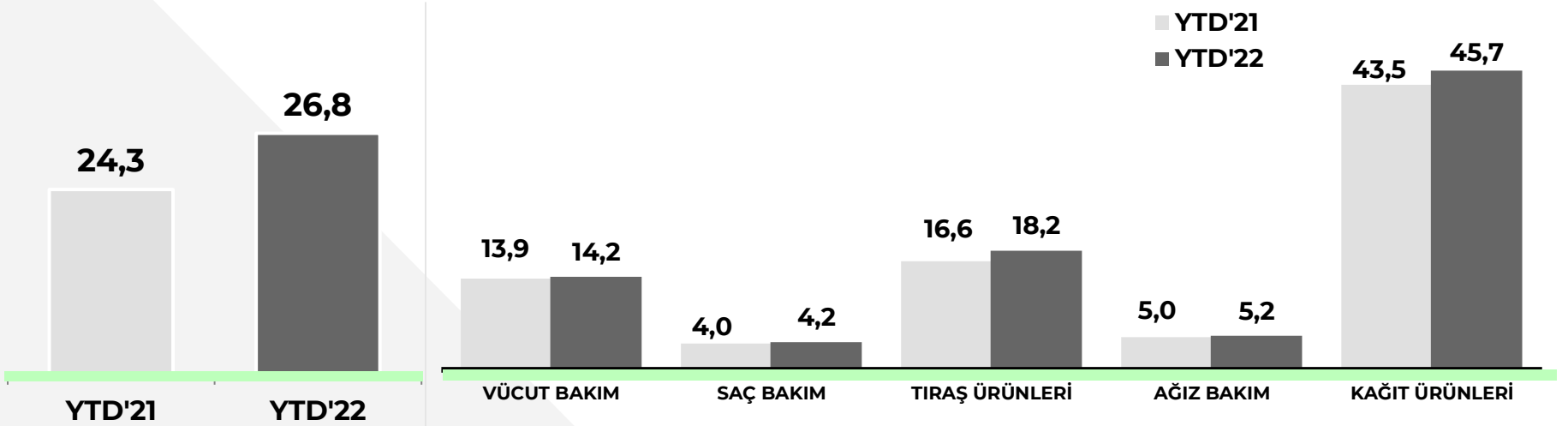
39%

81%

82%

FMCG PRIVATE LABEL PERFORMANSI – KİŞİSEL BAKIM

PRIVATE LABEL CİRO PAYI %



KİŞİSEL BAKIM

PL CİRO DEĞİŞİMİ
YTD'22 vs. YTD'21

81%

55%

70%

82%

45%

87%



About NIELSENIO

Arthur C. NIELSENIO, who founded NIELSENIO in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NIELSENIO. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: niq.com