

## **Consumer Electronics in Turkey**

Market Direction | 2022-08-08 | 85 pages | Euromonitor

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### **Report description:**

Consumer electronics overall is posting healthy volume growth in Turkey in 2022, driven by headphones, wearable electronics and portable players - the only three sub-categories showing overall volume growth. Headphones is way ahead, followed by wearable electronics and then portable players. Imaging devices is seeing the deepest declines as it continues to succumb to pressure from smartphones.

Euromonitor International's Consumer Electronics in Turkey report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Consumer Electronics market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Lenovo leads overall, with HP and Asus close behind

Laptops is alone in upward movement in 2022, and consumers shift to lower-cost models

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LG leads, closely followed by Samsung  
Soundbars gain ground as home cinema and speaker systems and speakers rise

##### PROSPECTS AND OPPORTUNITIES

Rising demand for DTS to further undermine sales in home audio systems  
E-commerce and discounters to see further growth  
Prices to rise further shifting consumer interest to lower-cost options

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Imaging devices will fail to see positive growth though volume falls will slow

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E-commerce to command a higher share of sales

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