

Consumer Appliances in Turkey

Market Direction | 2022-12-21 | 126 pages | Euromonitor

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Report description:

Consumer appliances is seeing slow positive volume growth overall in 2022, following the boom in sales during the era of the pandemic when consumers spent more time at home and thus paid more attention to their household environments and appliances. During the lockdown periods, many consumers replaced their existing appliances and thus demand has now organically become lower. Furthermore, in the post-pandemic landscape, consumers have returned to out-of-home lifestyles and thus are no longer foc...

Euromonitor International's Consumer Appliances in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, 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, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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 Appliances 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 reliable information resources to help drive informed strategic planning.

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Consumer appliances sales stagnate in 2022

Average unit prices skyrocket due to a myriad of challenges

Domestic players maintain their strong places thanks to high levels of consumer trust, wide distribution, and affordable prices

E-commerce sees ongoing growth, with discounters are set to benefit

Consumer appliances is expected to demonstrate a positive growth by 2027

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Unit price hikes act as a deterrent for price-sensitive consumers

Arcelik maintains its lead as all players continue to enhance their e-commerce offerings

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Demand for built-in refrigeration appliances is expected to increase

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Energy efficiency becomes increasingly important since the introduction of the EU energy labels

Players continue to increase their e-commerce and omnichannel strategies

PROSPECTS AND OPPORTUNITIES

Home laundry appliances set to see a bright future in terms of volume growth

Technologically advanced and environmentally friendly products to increase

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New connected technology offers exciting potential within dishwashers

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New technologies are launched to catch consumers' attention and meet rising health and wellness trends

Connected devices increasingly noted, with local player Arcelik leading the charge

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Sales to recover in line with cross-category trends

Demand for greater convenience will stimulate further interest in connected appliances

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Food blogger trend continues, to further support sales in food preparation appliances

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