

## **Food Preparation Appliances in Turkey**

Market Direction | 2022-12-21 | 37 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Food preparation appliances is bucking the negative trend seen in large cooking appliances and is seeing marginal positive volume growth in 2022. This continues a positive trend seen during the era of the pandemic lockdowns, when consumers updated their appliances overall to create greater convenience and comfort in their homes. Regarding cooking and food-related appliances, such areas saw a significant boost thanks to the strong home-cooking and home-baking trends during this time. Whilst growth...

Euromonitor International's Food Preparation 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation 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 Food Preparation 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Food Preparation Appliances in Turkey  
Euromonitor International  
December 2022

List Of Contents And Tables

### **FOOD PREPARATION APPLIANCES IN TURKEY**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Food preparation appliances bucks negative trend seen in large appliances and maintains marginal growth

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

Local player Arzum maintains its top place across multiple subcategories thanks to offering high quality at affordable prices

#### **PROSPECTS AND OPPORTUNITIES**

Volume sales will maintain positive momentum over the forecast period

Increased number of cooking recipe websites and food bloggers continue to inspire consumers

E-commerce and discounters will see ongoing importance for food preparation appliance sales

#### **CATEGORY DATA**

Table 1 Sales of Food Preparation Appliances by Category: Volume 2017-2022

Table 2 Sales of Food Preparation Appliances by Category: Value 2017-2022

Table 3 Sales of Food Preparation Appliances by Category: % Volume Growth 2017-2022

Table 4 Sales of Food Preparation Appliances by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Food Preparation Appliances: % Volume 2018-2022

Table 6 LBN Brand Shares of Food Preparation Appliances: % Volume 2019-2022

Table 7 Distribution of Food Preparation Appliances by Format: % Volume 2017-2022

Table 8 Forecast Sales of Food Preparation Appliances by Category: Volume 2022-2027

Table 9 Forecast Sales of Food Preparation Appliances by Category: Value 2022-2027

Table 10 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2022-2027

### **CONSUMER APPLIANCES IN TURKEY**

#### **EXECUTIVE SUMMARY**

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

#### **MARKET INDICATORS**

Table 12 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 13 Replacement Cycles of Consumer Appliances by Category 2018-2023

#### **MARKET DATA**

Table 14 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 15 Sales of Consumer Appliances by Category: Value 2017-2022

Table 16 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 17 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022

Table 21 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022

Table 22 □Sales of Small Appliances by Category: Volume 2017-2022

Table 23 □Sales of Small Appliances by Category: Value 2017-2022

Table 24 □Sales of Small Appliances by Category: % Volume Growth 2017-2022

Table 25 □Sales of Small Appliances by Category: % Value Growth 2017-2022

Table 26 □NBO Company Shares of Major Appliances: % Volume 2018-2022

Table 27 □LBN Brand Shares of Major Appliances: % Volume 2019-2022

Table 28 □NBO Company Shares of Small Appliances: % Volume2018-2022

Table 29 □LBN Brand Shares of Small Appliances: % Volume2019-2022

Table 30 □Distribution of Major Appliances by Format: % Volume 2017-2022

Table 31 □Distribution of Small Appliances by Format: % Volume 2017-2022

Table 32 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027

Table 33 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027

Table 34 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027

Table 35 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027

Table 36 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027

Table 37 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027

Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027

Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027

Table 40 □Forecast Sales of Small Appliances by Category: Volume 2022-2027

Table 41 □Forecast Sales of Small Appliances by Category: Value 2022-2027

Table 42 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027

Table 43 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Food Preparation Appliances in Turkey

Market Direction | 2022-12-21 | 37 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com