

Home Laundry Appliances in Turkey

Market Direction | 2022-12-21 | 39 pages | Euromonitor

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Report description:

Home laundry appliances has fallen into a negative slump in 2022, following the boost in sales seen during the era of COVID-19, when consumers were paying more attention to their household appliances and using home laundry appliances to a greater degree - especially due to higher levels of personal hygiene and general cleanliness to counteract the threat of the virus. Furthermore, since these larger appliances typically require a person entering the home when fixing an old unit, this introduced...

Euromonitor International's Home Laundry 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: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

Why buy this report?

- * Get a detailed picture of the Home Laundry 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.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Higher standards of cleanliness during the era of COVID-19 means consumers have already purchased new home laundry appliances

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

High-capacity appliances to gain in popularity, in line with consumers seeking greater efficiency with one wash cycle

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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

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