

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.

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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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

Consumer appliances is expected to demonstrate a positive growth by 2027

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