

Large Cooking Appliances in Turkey

Market Direction | 2022-12-21 | 41 pages | Euromonitor

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Report description:

Large cooking appliances benefitted from the strong home-cooking and home-baking trends which were seen during the era of the pandemic lockdowns. During this time, with the closure of foodservice outlets, consumers embraced the opportunity to replicate restaurant dishes at home, which required the use of large cooking appliances. For example, the number of people who made home-made bread increased significantly, which prompted manufacturers of ovens to promote this feature in their product marke...

Euromonitor International's Large Cooking 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range Cookers.

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

Why buy this report?

- * Get a detailed picture of the Large Cooking 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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reliable information resources to help drive informed strategic planning.

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LARGE COOKING APPLIANCES IN TURKEY

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2022 DEVELOPMENTS

Home-cooking trend is over with a return to out-of-home lifestyles

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

PROSPECTS AND OPPORTUNITIES

Sales to recover in line with cross-category trends

Demand for greater convenience will stimulate further interest in connected appliances

Arcelik AS to preserve its leading position

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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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