

## **Microwaves in Turkey**

Market Direction | 2022-12-21 | 34 pages | Euromonitor

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### **Report description:**

Microwaves registered declining volume sales over the pre-pandemic review period, stimulated mainly by the poor performance of freestanding models and the fact that microwaves are generally seen as non-essential appliances in Turkey. That said, the event of the pandemic did see microwaves herald small positive growth due to the simple fact that consumers were spending more time at home and thus seeking optimum convenience in their household environments. Nonetheless, reduced purchasing power and...

Euromonitor International's Microwaves 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 Microwaves, Freestanding Microwaves.

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

Why buy this report?

- \* Get a detailed picture of the Microwaves 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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##### 2022 DEVELOPMENTS

Microwaves continues to see declining trend as such appliances remain niche

Negative perceptions prevail, posing ongoing challenges for microwaves

Additional pressures added by the economic situation pushing up unit prices

##### PROSPECTS AND OPPORTUNITIES

Possible growth may come in line with cross-category trends

Consumer demand for built-in microwaves is predicted to rise

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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

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