

## Refrigeration Appliances in Turkey

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

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### Report description:

Refrigeration appliances is seeing declines in 2022, following a period of growth during the era of the pandemic while consumers spent more time at home and thus paid more attention to their household environments and appliances. Within this environment, many consumers replaced their existing refrigeration appliances or purchased second products. Furthermore, during the lockdown, the demand for additional frozen storage space also increased as grocery shopping trips became less frequent due to r...

Euromonitor International's Refrigeration 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 Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

### Why buy this report?

- \* Get a detailed picture of the Refrigeration 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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### REFRIGERATION APPLIANCES IN TURKEY

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Refrigeration appliances fall into a negative decline following the boost in sales seen during the pandemic lockdowns

Unit price hikes act as a deterrent for price-sensitive consumers

Arcelik maintains its lead as all players continue to enhance their e-commerce offerings

#### PROSPECTS AND OPPORTUNITIES

Positive growth is predicted during the forecast period

Demand for built-in refrigeration appliances is expected to increase

Discounters and e-commerce will continue to gain from economic uncertainty

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#### EXECUTIVE SUMMARY

Consumer appliances sales stagnate in 2022

Average unit prices skyrocket due to a myriad of challenges

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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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