

## **Small Cooking Appliances in Turkey**

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

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### **Report description:**

Contrary to the sales boom seen in 2021, 2022 heralds a decline for small cooking appliances as consumers return to out-of-home lifestyles. During the era of the pandemic, with consumers in home seclusion and foodservice channels closed, consumers particularly sought coffee machines and kettles, thus to create cafe style coffee at home. As such, demand for espresso, filter, and other standard coffee machines rose notably. Breadmaking was also one of the more popular activities to arise out of th...

Euromonitor International's Small 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow 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 Small 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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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers' return to out-of-home lifestyles ends boom in sales

Light fryers is seeing the highest volume sales performance

Average unit prices continue to rise, turning lower-income consumers away from the category

#### PROSPECTS AND OPPORTUNITIES

Recovery in sales expected over the forecast period

Busy, modern lifestyles and the need for convenience will support growth

Local companies will continue to lead thanks to their strong quality-to-cost ratios and high consumer trust

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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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