

Vacuum Cleaners in Turkey

Market Direction | 2022-12-21 | 36 pages | Euromonitor

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Report description:

Sales in vacuum cleaners are booming in 2022, with growth mainly driven by the astonishing popularity and performance of stick vacuum cleaners. Stick vacuum cleaners, which come in both cable and non-cable formats, have become increasingly popular among consumers, since they are lightweight and easy to use, and are strong enough to provide deep and efficient cleaning. Additionally, these products have become available under an increasing number of brands in the last two years of the review perio...

Euromonitor International's Vacuum Cleaners 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: Robotic Vacuum Cleaners, Standard Vacuum Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Vacuum Cleaners 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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VACUUM CLEANERS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales boom in 2022, driven by astonishing popularity and performance of stick vacuum cleaners

Robotic vacuum cleaners lose their novelty value and fall into negative growth from their triple-figures sales spikes

Advertising methods switch to target men as well as women

PROSPECTS AND OPPORTUNITIES

Sales will continue to be driven by stick vacuum cleaners

Local companies will maintain their top places, thanks to ongoing investments into innovation

E-commerce and discounters will continue to appeal strongly over the forecast period

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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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