

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Vacuum Cleaners in Turkey
Euromonitor International
December 2022

List Of Contents And Tables

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

CATEGORY DATA

Table 1 Sales of Vacuum Cleaners by Category: Volume 2017-2022

Table 2 Sales of Vacuum Cleaners by Category: Value 2017-2022

Table 3 Sales of Vacuum Cleaners by Category: % Volume Growth 2017-2022

Table 4 Sales of Vacuum Cleaners by Category: % Value Growth 2017-2022

Table 5 Sales of Robotic Vacuum Cleaners by Connected Appliances: % Volume 2018-2022

Table 6 NBO Company Shares of Vacuum Cleaners: % Volume 2018-2022

Table 7 LBN Brand Shares of Vacuum Cleaners: % Volume 2019-2022

Table 8 Distribution of Vacuum Cleaners by Format: % Volume 2017-2022

Table 9 Forecast Sales of Vacuum Cleaners by Category: Volume 2022-2027

Table 10 □Forecast Sales of Vacuum Cleaners by Category: Value 2022-2027

Table 11 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN TURKEY

EXECUTIVE SUMMARY

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

Consumer appliances is expected to demonstrate a positive growth by 2027

MARKET INDICATORS

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2023

Table 14 Replacement Cycles of Consumer Appliances by Category 2018-2023

MARKET DATA

Table 15 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 16 Sales of Consumer Appliances by Category: Value 2017-2022

Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 18 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022

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Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 22	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 23	□Sales of Small Appliances by Category: Volume 2017-2022
Table 24	□Sales of Small Appliances by Category: Value 2017-2022
Table 25	□Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 26	□Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 27	□NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 28	□LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 29	□NBO Company Shares of Small Appliances: % Volume2018-2022
Table 30	□LBN Brand Shares of Small Appliances: % Volume2019-2022
Table 31	□Distribution of Major Appliances by Format: % Volume 2017-2022
Table 32	□Distribution of Small Appliances by Format: % Volume 2017-2022
Table 33	□Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 34	□Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 35	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 36	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 37	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 41	□Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 42	□Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 43	□Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 44	□Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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