

Appliances and Electronics Specialists in Turkey

Market Direction | 2023-03-14 | 37 pages | Euromonitor

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Report description:

Appliance and electronics specialists were amongst a limited number of retailers that saw increased demand during COVID-19 due to home seclusion and the increased reliance on technological goods. As such, electronics and appliance specialist retailers was one of the few non-grocery store-based retailing channels to record positive growth.

Euromonitor International's Appliances and Electronics Specialists in Turkey report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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.

Table of Contents:

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List Of Contents And Tables

APPLIANCES AND ELECTRONICS SPECIALISTS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth is driven by ongoing remote working and aggressive price promotions

Supply bottlenecks and currency devaluation continues to hit prices in 2022

Chained modern electronics specialist retailers expand

PROSPECTS AND OPPORTUNITIES

E-commerce continues to grow as consumers appreciate convenience

The landscape is set to consolidate, with larger players taking share

The popularity of integrated products boosts growth on the landscape

CHANNEL DATA

Table 1 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Appliances and Electronics Specialists GBO Company Shares: % Value 2018-2022

Table 4 Appliances and Electronics Specialists GBN Brand Shares: % Value 2019-2022

Table 5 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2019-2022

Table 6 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

RETAIL IN TURKEY

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Retail e-commerce continues to expand at the expense of store based retail

High inflation dampens demand and reduces profitability

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Black Friday

Ramadan (Eid al Fitr)

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 10 Sales in Retail Offline by Channel: Value 2017-2022

Table 11 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 12 Retail Offline Outlets by Channel: Units 2017-2022

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 14 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 17	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 18	□Sales in Grocery Retailers by Channel: Value 2017-2022
Table 19	□Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 20	□Grocery Retailers Outlets by Channel: Units 2017-2022
Table 21	□Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 23	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 24	□Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 25	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 26	□Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 27	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 28	□Retail GBO Company Shares: % Value 2018-2022
Table 29	□Retail GBN Brand Shares: % Value 2019-2022
Table 30	□Retail Offline GBO Company Shares: % Value 2018-2022
Table 31	□Retail Offline GBN Brand Shares: % Value 2019-2022
Table 32	□Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 33	□Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 34	□Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 35	□Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 36	□Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 37	□Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 38	□Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 39	□Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 40	□Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 42	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 43	□Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 44	□Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 45	□Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 46	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 47	□Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 48	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 50	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 51	□Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 52	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 53	□Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 54	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 56	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027
Table 58	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027
Table 59	□Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027
Table 60	□Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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