

Home and Garden in Turkey

Market Direction | 2023-05-08 | 46 pages | Euromonitor

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Report description:

The performance of home and garden in Turkey in 2022 was characterised by inordinately high inflation. According to OECD figures, the country witnessed an annual inflation rate of 73.2% in 2022, which resulted in a three-percentage point decline in consumer confidence. As such, current value growth was high across Turkey's entire home and garden industry; but actual demand was a different story, as high prices left little room in consumers' budgets for home and garden products, leading to a sign...

Euromonitor International's Home and Garden in Turkey report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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

Why buy this report?

- * Get a detailed picture of the Home and Garden 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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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:

Home and Garden in Turkey
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List Of Contents And Tables

HOME AND GARDEN IN TURKEY

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2017-2022

Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 6 Distribution of Home and Garden by Format: % Value 2017-2022

Table 7 Distribution of Home and Garden by Format and Category: % Value 2022

Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GARDENING IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gardening grows in popularity as a hobby

Convenience and sustainability trends boost innovation in watering

Private label sees the strongest value share growth in gardening

PROSPECTS AND OPPORTUNITIES

E-commerce prospects limited, as consumers value in-store expertise

Sustainability concerns will hamper demand for fertiliser

CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2017-2022

Table 11 Sales of Gardening by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Gardening: % Value 2018-2022

Table 13 LBN Brand Shares of Gardening: % Value 2019-2022

Table 14 Distribution of Gardening by Format: % Value 2017-2022

Table 15 Forecast Sales of Gardening by Category: Value 2022-2027

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Table 16 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

HOME FURNISHINGS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price pressures dampen demand for home furnishings

Move to smaller urban housing drives sales of multifunctional furniture

Barbecues grows due to the importance of gardening

PROSPECTS AND OPPORTUNITIES

Demand for home furnishings expected to grow over the forecast period

Marriage season set to drive sales of furniture

Online sales will be limited by a lack of trust

CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2017-2022

Table 18 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 20 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 21 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 22 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 23 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

HOME IMPROVEMENT IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hand tools and home paint limit decline for home improvement

Growth in decorative paint fuelled by the desire for beautification

Wall tiles and floor tiles see growth between 2019 and 2022

PROSPECTS AND OPPORTUNITIES

E-commerce will continue to gain share over the forecast period

Price pressures will drive only modest growth in home improvement

CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2017-2022

Table 26 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 28 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 29 Distribution of Home Improvement by Format: % Value 2017-2022

Table 30 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

HOMEWARES IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for homewares declines at constant 2022 prices

High prices lead consumers to limit the quantity purchased

Launch of private label lines to leverage consumers' price sensitivity

PROSPECTS AND OPPORTUNITIES

E-commerce expected to see further growth over the forecast period

Price pressures will drive sales of inexpensive homewares

CATEGORY DATA

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Table 32 Sales of Homewares by Category: Value 2017-2022
Table 33 Sales of Homewares by Category: % Value Growth 2017-2022
Table 34 Sales of Homewares by Material: % Value 2017-2022
Table 35 NBO Company Shares of Homewares: % Value 2018-2022
Table 36 LBN Brand Shares of Homewares: % Value 2019-2022
Table 37 Distribution of Homewares by Format: % Value 2017-2022
Table 38 Forecast Sales of Homewares by Category: Value 2022-2027
Table 39 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

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