

## **Home Improvement in Turkey**

Market Direction | 2023-05-08 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Inflation and price pressures boosted current value sales for home improvement in 2022. However, price rises and the cost-of-living crisis in the country reduced room in consumers' budgets to undertake home improvement projects. As such, demand in the category declined in value terms at constant 2022 prices, and sales were lower in 2022 than pre-pandemic (2019) by the same measure.

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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 Improvement in Turkey  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### 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 1 Sales of Home Improvement by Category: Value 2017-2022  
Table 2 Sales of Home Improvement by Category: % Value Growth 2017-2022  
Table 3 NBO Company Shares of Home Improvement: % Value 2018-2022  
Table 4 LBN Brand Shares of Home Improvement: % Value 2019-2022  
Table 5 Distribution of Home Improvement by Format: % Value 2017-2022  
Table 6 Forecast Sales of Home Improvement by Category: Value 2022-2027  
Table 7 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

#### 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 8 Sales of Home and Garden by Category: Value 2017-2022  
Table 9 Sales of Home and Garden by Category: % Value Growth 2017-2022  
Table 10 NBO Company Shares of Home and Garden: % Value 2018-2022  
Table 11 LBN Brand Shares of Home and Garden: % Value 2019-2022  
Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022  
Table 13 Distribution of Home and Garden by Format: % Value 2017-2022  
Table 14 Distribution of Home and Garden by Format and Category: % Value 2022  
Table 15 Forecast Sales of Home and Garden by Category: Value 2022-2027  
Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SOURCES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## Home Improvement in Turkey

Market Direction | 2023-05-08 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-25
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com