

Home Improvement in Turkey

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

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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.

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Euromonitor International
May 2023

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Growth in decorative paint fuelled by the desire for beautification
Wall tiles and floor tiles see growth between 2019 and 2022

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