

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.

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