

Air Treatment Products in Turkey

Market Direction | 2024-01-10 | 39 pages | Euromonitor

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Report description:

The hot summer of 2023 has helped to boost sales in air treatment products through the year, heralding a notable recovery compared to the slight slump seen in 2022. Although the summer arrived quite late, with mild weather up until around the end of June, July saw extraordinary heatwaves in Turkey, supporting demand for air treatment products with cooling features.

Euromonitor International's Air Treatment Products in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Purifiers, Cooling, Dehumidifiers, Humidifiers.

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

Why buy this report?

- * Get a detailed picture of the Air Treatment Products 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.

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AIR TREATMENT PRODUCTS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

The hot summer of 2023 has helped to support growth in air treatment products

Average unit prices continue to rise, affecting appliances in a cross-category trend

Air purifiers remain popular, despite being a somewhat expensive "niche"

PROSPECTS AND OPPORTUNITIES

Ongoing heatwaves, air pollution, and the building of new houses will support sales over the forecast period

Local players expected to gain shares thanks to their offer of high quality and affordable prices

Energy efficiency and added-value features set to become increasingly popular

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Consumer appliances record growth, despite the major earthquake which hit the country in February 2023

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Price competition between companies intensifies

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