

Food Preparation Appliances in Turkey

Market Direction | 2024-01-10 | 38 pages | Euromonitor

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Report description:

Sales in food preparation appliances see healthy volume growth in 2023, continuing the trend seen since the era of the pandemic, when consumers were spending more time cooking at home and trying out new recipes. Indeed, food preparation appliances offer convenience and time-saving attributes in this context, along with being smaller-ticket items compared to large appliances, thus being more affordable for consumers. Additionally, whereas with large appliances are only replaced or upgraded occasi...

Euromonitor International's Food Preparation Appliances 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

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

Why buy this report?

- * Get a detailed picture of the Food Preparation Appliances 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Food preparation appliances continue to be supported by home-cooking and home-baking trends

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

The sales of juice extractors went down

PROSPECTS AND OPPORTUNITIES

Increasing number of modern houses will continue to support sales

Local brands expected to maintain and grow their share, thanks to offering an attractive quality-to-price ratio

E-commerce continues to grow its distribution share

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

Devaluation of the TRY and increase in VAT lead to price hikes

Price competition between companies intensifies

E-commerce continues to grow

Consumer appliances has good prospects for ongoing growth

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