

## **Home Laundry Appliances in Turkey**

Market Direction | 2024-01-10 | 40 pages | Euromonitor

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### **Report description:**

Sales in home laundry appliances maintain positive volume sales in 2023, whilst value sales are supported by price hikes. Consumers have been more aware of hygiene since the era of the pandemic, thus have been paying more attention to the cleaning functions of their appliances - including those to wash their clothes. Within this, we are seeing a focus on automatic dryers, with freestanding models showing the strongest volume growth. The popularity of automatic dryers came about as consumers star...

Euromonitor International's Home Laundry 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: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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 Laundry 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic dryers remain popular for their convenience and perceived germ-killing features  
Greater capacities and high-tech models see increased demand  
Average unit prices continue to rise, while players create special offers to maintain consumer demand

PROSPECTS AND OPPORTUNITIES

Ongoing volume sales will be supported by the increasing number of houses  
Household penetration of automatic dryers is predicted to increase  
E-commerce continues to grow its distribution share

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