

Microwaves in Turkey

Market Direction | 2024-01-10 | 35 pages | Euromonitor

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Report description:

Sales in microwaves continue on a declining volume trend, as such appliances are not seen as necessities and carry a negative image of being an unhealthy method of cooking. Overall, while the convenience microwaves offer is undeniable, most Turkish consumers continue to hold a negative perception of the potential hazards of microwave cooking. In fact, there is a long-established perception in the country that cooking with microwaves has a negative impact on the nutritional content of food.

Euromonitor International's Microwaves 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: Built-in Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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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MICROWAVES IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Microwaves continue on a declining trend, as such products are deemed unnecessary

Average unit prices continue to rise, placing further downwards pressure on an already declining category

Energy efficiency remains an important factor for consumers

PROSPECTS AND OPPORTUNITIES

Increased number of modern households may stimulate sales over the forecast period

The share of built-in products is set to grow, in line with modern home trends

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

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Price competition between companies intensifies

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