

Refrigeration Appliances in Turkey

Market Direction | 2024-01-10 | 42 pages | Euromonitor

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Report description:

Refrigeration appliances remains in a slight volume slump in 2023, albeit showing an improvement compared to the steeper declines seen in 2022. This is cited as an organic decline following the previous sales boost seen during the era of the pandemic, when consumers were confined to their homes and thus invested in home and kitchen improvements. Overall volume is also affected by the slump in sales of freezers, which were popular during the lockdowns due to such products' convenience for stockpi...

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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

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Large capacity fridge-freezers see good demand

E-commerce continues to grow its distribution share

PROSPECTS AND OPPORTUNITIES

Volume sales are expected to return to positive growth over the forecast period

The share of products with higher energy efficiency is set to increase

Average unit prices predicted to continue rising

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