

Small Cooking Appliances in Turkey

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

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Report description:

Light fryers continue to be perceived as desirable products by consumers, thanks to being perceived as healthy and energy efficient small cooking appliances. Indeed, consumers' demand for such practical appliances has also led to a series of new products from both local and international brands, with developments in special features such as the ability to cook two meals at the same time. Consumers are drawn to light fryers due to such products needing a minimal amount of oil, thus being favourab...

Euromonitor International's Small Cooking 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

Why buy this report?

- * Get a detailed picture of the Small Cooking 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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SMALL COOKING APPLIANCES IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Light fryers continue to attract attention, thanks to been perceived as healthy and energy efficient small cooking appliances

Espresso coffee machines help to drive growth in coffee machines

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

PROSPECTS AND OPPORTUNITIES

Sales will be driven by growth in light fryers and coffee machines

Rice cookers and slow cookers have little potential for growth

Competition between local and international brands is set to become fiercer

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

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