

Small Cooking Appliances in Turkey

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Small Cooking Appliances in Turkey

Euromonitor International

January 2024

List Of Contents And Tables

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

CATEGORY DATA

Table 1 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 2 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 3 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 4 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 5 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 6 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 7 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 8 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 9 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 10 □Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 11 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN TURKEY

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 14 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 15 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 16 Sales of Consumer Appliances by Category: Value 2018-2023

Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 22 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 23 □Sales of Small Appliances by Category: Volume 2018-2023

Table 24 □Sales of Small Appliances by Category: Value 2018-2023

Table 25 □Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 26 □Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 27 □NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 28 □LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 29 □NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 30 □LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 31 □Distribution of Major Appliances by Format: % Volume 2018-2023

Table 32 □Distribution of Small Appliances by Format: % Volume 2018-2023

Table 33 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 34 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 35 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 36 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 37 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 41 □Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 42 □Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 43 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 44 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Small Cooking Appliances in Turkey

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-19
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com