

Home Improvement in Turkey

Market Direction | 2024-06-13 | 21 pages | Euromonitor

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Report description:

Home improvement in Turkey in 2023 was supported by the ongoing focus on home renovation, which was strongly inspired by the era of the pandemic when consumers were confined to their homes for extended periods of time. For example, as seen with home paint, which enables consumers to change the aesthetics of their homes without a significant financial outlay. Home paint offers a diverse range of high-quality paints and coatings, with players in the category emphasising the benefits of their produ...

Euromonitor International's Home Improvement in Turkey report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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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Home improvement continues to be supported by ongoing home renovation trends, such as seen in home paint

Floor covering benefits from ongoing trend for home renovations

Lacquer and varnish supported by consumers seeking to maintain the interiors of their homes

PROSPECTS AND OPPORTUNITIES

Sales in hand tools will continue to be supported by DIY trends

Kitchen sinks set to maintain positive sales thanks to ongoing home renovation projects

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SOURCES

Summary 1 Research Sources

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