

Home Improvement in Turkey

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

AVAILABLE LICENSES:

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

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.

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,

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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:

Home Improvement in Turkey
Euromonitor International
June 2024

List Of Contents And Tables

HOME IMPROVEMENT IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Mix of e-commerce and physical shopping expected, depending on the products purchased

CATEGORY DATA

Table 1 Sales of Home Improvement by Category: Value 2018-2023

Table 2 Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Home Improvement: % Value 2019-2023

Table 4 LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 5 Distribution of Home Improvement by Format: % Value 2018-2023

Table 6 Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 7 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

HOME AND GARDEN IN TURKEY

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2018-2023

Table 9 Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Home Improvement in Turkey

Market Direction | 2024-06-13 | 21 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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com