

Homewares in Turkey

Market Direction | 2024-06-13 | 20 pages | Euromonitor

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Report description:

Homewares in Turkey in 2023 benefitted from sales of affordable and durable products. Inflationary pressures have led consumers to invest in durable goods in beverage ware, for example, with such products seen as long-term, practical assets. This trend is particularly evident with popular brands such as Pasabahce (Pasabahce Cam San ve Tic AS) and Lav (Heris Seramik ve Turizm San AS), which benefit from offering products to suit evolving consumer demands. Added to which, a notable highlight comes...

Euromonitor International's Homewares 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: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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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Inflationary pressures lead to a slight downturn in ovenware sales

Dinnerware also sees slower sales due to non-essential nature of products

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