

Consumer Electronics in Turkey

Market Direction | 2024-07-25 | 81 pages | Euromonitor

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Report description:

In 2024, consumer electronics in Turkey is projected to experience a lower volume growth compared to the review period CAGR. This anticipated slowdown follows a period of robust positive growth. In 2023, consumers pre-emptively purchased electronics in anticipation of significant unit price increases expected in 2024 due to hyperinflation. This behaviour is likely to result in a deceleration of sales growth towards the end of the review period.

Euromonitor International's Consumer Electronics in Turkey report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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

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reliable information resources to help drive informed strategic planning.

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