

Consumer Electronics in Turkey

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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

reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Electronics in Turkey

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List Of Contents And Tables

CONSUMER ELECTRONICS IN TURKEY

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 2 Sales of Consumer Electronics by Category: Value 2019-2024

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest decline in computer volume sales

Resurgence of appliances and electronics specialists

Lenovo asserts control as volume share increases

PROSPECTS AND OPPORTUNITIES

Positive volume growth expected for computers by 2029

AI integration to drive significant growth

Rising unit prices amid economic challenges

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

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Table 16 Sales of Computers by Category: Business Volume 2019-2024
Table 17 Sales of Computers by Category: Business Value MSP 2019-2024
Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024
Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024
Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029
Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
Table 27 Forecast Sales of Computers by Category: Business Volume 2024-2029
Table 28 Forecast Sales of Computers by Category: Business Value MSP 2024-2029
Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

IN-CAR ENTERTAINMENT IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in in-car entertainment sales continues

Digicom maintains leadership despite decline

Inflationary pressures lead to price surge

PROSPECTS AND OPPORTUNITIES

Limited growth potential for in-car entertainment

Growth of e-commerce in the retail landscape

Anticipated decline in average unit prices

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024

Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

HOME AUDIO AND CINEMA IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Persistent decline in home audio and cinema sales

Significant increase in average unit prices

Resurgence of appliances and electronics specialists

PROSPECTS AND OPPORTUNITIES

Continued decline in volume sales expected

Dominance of LG and Samsung

Impact of rising unit prices on sales

CATEGORY DATA

- Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024
- Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024
- Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024
- Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024
- Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024
- Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024
- Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024
- Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029
- Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029
- Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029
- Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

HOME VIDEO IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

TV sales experience stagnation in 2024

Value sales of TVs see significant growth due to high unit price increases

Shift in consumer demand for premium and economy TV brands

PROSPECTS AND OPPORTUNITIES

Success of OLED TVs expected to drive growth

Television manufacturers to heavily invest in AI integration

Rising demand for superior quality and cinematic experience

CATEGORY DATA

- Table 53 Sales of Home Video by Category: Volume 2019-2024
- Table 54 Sales of Home Video by Category: Value 2019-2024
- Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 56 Sales of Home Video by Category: % Value Growth 2019-2024
- Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 58 NBO Company Shares of Home Video: % Volume 2020-2024
- Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 60 Distribution of Home Video by Channel: % Volume 2019-2024
- Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 62 □Forecast Sales of Home Video by Category: Value 2024-2029
- Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

IMAGING DEVICES IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Advanced features of smartphones lead to decline in imaging devices volume sales

Importance of e-commerce as a retail channel increases

Canon, Sony, and Nikon lead, while GoPro gains share

PROSPECTS AND OPPORTUNITIES

Imaging devices sales expected to experience further decline

Competitive environment forecasted to be stagnant

Surge in consumer demand for compact digital devices

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2019-2024
Table 67 Sales of Imaging Devices by Category: Value 2019-2024
Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024
Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024
Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024
Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029
Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

PORTABLE PLAYERS IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Success of wireless speakers stimulates overall growth of portable players

Online alternatives lead to decline of portable media players

E-readers sales challenged by high penetration of smartphone ownership

PROSPECTS AND OPPORTUNITIES

All categories except wireless speakers expected to register volume decline

Multinational companies to dominate the product area

Retail prices expected to climb

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024

Table 78 Sales of Portable Players by Category: Value 2019-2024

Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024

Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024

Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024

Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024

Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024

Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029

Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

MOBILE PHONES IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Smartphones register small volume growth

Samsung and iPhone lose share to smaller brands

Increase in screen sizes larger than 5.5 Inches

PROSPECTS AND OPPORTUNITIES

Modest volume CAGR for smartphones over the forecast period

Significant advancements in smartphones

5G technology to lead to innovations

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 Sales of Mobile Phones by Category: Value 2019-2024

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024

Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024

Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024

Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

WEARABLE ELECTRONICS IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Double-digit volume growth

Rising average unit prices

Increased number and range of products entices consumers

PROSPECTS AND OPPORTUNITIES

Positive growth outlook

Role of AI in wearable electronics

Slowing unit price increases

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024

Table 102 Sales of Wearable Electronics by Category: Value 2019-2024

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

HEADPHONES IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Double-digit increase in headphone sales

Continued success of TWS earbuds

JBL's leadership

PROSPECTS AND OPPORTUNITIES

Growth driven by young population

Impact of smartphone penetration

E-commerce as a key retail channel

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024

Table 113 Sales of Headphones by Category: Value 2019-2024

Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024

Table 115 Sales of Headphones by Category: % Value Growth 2019-2024

Table 116 NBO Company Shares of Headphones: % Volume 2020-2024

Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024

Table 118 Distribution of Headphones by Channel: % Volume 2019-2024

Table 119 Forecast Sales of Headphones by Category: Volume 2024-2029

Table 120 Forecast Sales of Headphones by Category: Value 2024-2029

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

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