

Air Treatment Products in Turkey

Market Direction | 2024-12-12 | 39 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Within air treatment products in Turkey, split air conditioners enjoyed fast, robust growth over the review period. This trend was confirmed with a further double-digit increase in retail volume sales in 2024. The surge in demand for split air conditioners is attributed to factors like rising temperatures amid global warming and the replacement of older models with energy-efficient variants. Manufacturers like Beko (Arcelik, Beko brands) and Daikin Isitma ve Sogutma Sistemleri (Airfel) have capi...

Euromonitor International's Air Treatment Products in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Purifiers, Cooling, Dehumidifiers, Humidifiers.

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

Why buy this report?

- * Get a detailed picture of the Air Treatment Products 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Air Treatment Products in Turkey

Euromonitor International

December 2024

List Of Contents And Tables

AIR TREATMENT PRODUCTS IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Split air conditioners enjoy a surge in demand

Consumers sensitive to respiratory issues and allergies boost the demand air purifiers

Beko's strategic focus on innovation and sustainability and mid-priced positioning win over consumers

PROSPECTS AND OPPORTUNITIES

Global warming effects and innovation to spur purchases

AI technologies to shape air conditioners

Shift in consumer preferences towards higher capacity and energy-efficient air conditioners

CATEGORY DATA

Table 1 Sales of Air Treatment Products by Category: Volume 2019-2024

Table 2 Sales of Air Treatment Products by Category: Value 2019-2024

Table 3 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 4 Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 5 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 6 NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 7 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 8 Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 9 Production of Air Conditioners: Total Volume 2019-2024

Table 10 \square Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 11 \square Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 12 \square Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 13 \square Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

CONSUMER APPLIANCES IN TURKEY

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 17 Sales of Consumer Appliances by Category: Value 2019-2024

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
Table 24 □Sales of Small Appliances by Category: Volume 2019-2024
Table 25 □Sales of Small Appliances by Category: Value 2019-2024
Table 26 □Sales of Small Appliances by Category: % Volume Growth 2019-2024
Table 27 □Sales of Small Appliances by Category: % Value Growth 2019-2024
Table 28 □NBO Company Shares of Major Appliances: % Volume 2020-2024
Table 29 □LBN Brand Shares of Major Appliances: % Volume 2021-2024
Table 30 □NBO Company Shares of Small Appliances: % Volume 2020-2024
Table 31 □LBN Brand Shares of Small Appliances: % Volume 2021-2024
Table 32 □Distribution of Major Appliances by Format: % Volume 2019-2024
Table 33 □Distribution of Small Appliances by Format: % Volume 2019-2024
Table 34 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
Table 35 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029
Table 36 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
Table 37 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
Table 42 □Forecast Sales of Small Appliances by Category: Volume 2024-2029
Table 43 □Forecast Sales of Small Appliances by Category: Value 2024-2029
Table 44 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
Table 45 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Air Treatment Products in Turkey

Market Direction | 2024-12-12 | 39 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-19
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com