

## **Consumer Appliances in Turkey**

Market Direction | 2024-12-12 | 124 pages | Euromonitor

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### **Report description:**

In 2024, consumer appliances in Turkey registered double-digit retail volume growth for a second consecutive year, following on from healthy single-digit increases in the early-to-mid-review period. At the end of the review period, the industry saw especially fast increases in certain categories. For example, freezers and automatic dryers in major appliances, along with air fryers, stick vacuum cleaners, hair styling appliances and split air conditioners in small appliances. These performances c...

Euromonitor International's Consumer Appliances 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: Major Appliances, Small Appliances.

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 Appliances 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.

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