

Food Preparation Appliances in Turkey

Market Direction | 2024-12-12 | 37 pages | Euromonitor

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Report description:

Overall, food preparation appliances in Turkey saw a high single-digit retail volume increase in 2024, following double-digit growth in 2023. This positive trend reflects a shift in consumer behaviour, as people have been experimenting with new recipes and cooking at home more frequently since the Coronavirus (COVID-19) pandemic. Various promotions offered by companies supported the increasing interest in cooking at home, contributing to the category's strong growth towards the end of the review...

Euromonitor International's Food Preparation 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: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation 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 Food Preparation 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.

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reliable information resources to help drive informed strategic planning.

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Home-cooking trend stimulates retail volume sales of food preparation appliances

Higher retail selling prices cost-effective models or perceived essential equipment

Local players lead through strong price-quality ratios

PROSPECTS AND OPPORTUNITIES

Versatility to continue to push demand

Increasing number of households to boost retail volume sales

Wide assortments and special online prices to push consumers towards e-commerce

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