

## **Home Laundry Appliances in Turkey**

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

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### **Report description:**

In 2024, home laundry appliances in Turkey experienced further strong double-digit volume growth, largely driven by the exponential rise in purchases of automatic dryers. Meanwhile, the main type, automatic washing machines, recorded strong, but much slower growth than automatic dryers, partly because of an already very high household ownership rate. Additionally, the decline in house sales towards the end of the review period restricted the potential for growth in automatic washing machines. As...

Euromonitor International's Home Laundry 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: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

### **Why buy this report?**

- \* Get a detailed picture of the Home Laundry 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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