

Small Cooking Appliances in Turkey

Market Direction | 2024-12-12 | 40 pages | Euromonitor

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Report description:

Within small cooking appliances in Turkey, the second half of the review period witnessed exponential retail volume growth for air fryers. This boom was driven by consumer demand for innovative, healthier and more energy-efficient cooking solutions. The trend towards using minimal oil has been amplified by rising oil prices and heightened awareness of health benefits. Consequently, a surge in new product launches under both local and international brands catered to this demand, with innovations,...

Euromonitor International's Small Cooking 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

Why buy this report?

- * Get a detailed picture of the Small Cooking 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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