

Vacuum Cleaners in Turkey

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

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Report description:

In 2024, retail volume sales of vacuum cleaners in Turkey continued to see double-digit growth, albeit slower than in 2023. Demand remained fast-growing, although strong purchasing tendency in the early-to-mid-review period and further hikes in average retail current unit prices slowed growth rates. Importantly, the steep devaluation of the local currency continued to see higher costs related to imports, raw materials, manufacturing, and distribution. Furthermore, the increase of VAT (value-added tax) is expected to further impact the market.

Euromonitor International's Vacuum Cleaners 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: Robotic Vacuum Cleaners, Standard Vacuum Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Vacuum Cleaners 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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Local players gain through technological advances and affordable prices

E-commerce continues to rise as a key channel

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