

Consumer Electronics Retail in Turkey

Industry Report | 2025-09-18 | 43 pages | MarketLine

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Report description:

Consumer Electronics Retail in Turkey

Summary

Consumer Electronics Retail in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The Turkish consumer electronics retail market recorded revenues of \$28.4 billion in 2024, representing a compound annual growth rate (CAGR) of 16.4% between 2019 and 2024.
- The communications equipment segment accounted for the market's largest proportion in 2024, with total revenues of \$13.3 billion, equivalent to 46.8% of the market's overall value.
- In 2024, the Turkish consumer electronics retail market experienced an annual growth rate of 25.0%, driven by the rise in households owning personal computers. According to the Organization for Economic Co-operation and Development (OECD), in 2024, the proportion of households with personal computers in Turkey reached 49.5%, up from 48.4% in 2023. This rise in personal computer penetration is driven by a growing need for digital connectivity to support remote work, online education, and entertainment.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Turkey
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey consumer electronics retail market with five year forecasts

Reasons to Buy

- What was the size of the Turkey consumer electronics retail market by value in 2024?
- What will be the size of the Turkey consumer electronics retail market in 2029?
- What factors are affecting the strength of competition in the Turkey consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Turkey's consumer electronics retail market?

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