

Home Furnishings in Turkey

June 2024

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Home Furnishings in Turkey - Category analysis

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Bath textiles benefit from Turkey's manufacturing capabilities
Beds of durable quality benefit from consumers opting for long-lasting products
Sales in window covering supported by rising urbanisation trends

PROSPECTS AND OPPORTUNITIES

Remote working arrangements will continue to support sales of home office furniture
Sustainability trends and energy-saving benefits support sales in LED lighting
"Marriage season" remains a driver of sales in home furnishings

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DISCLAIMER

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