

# Large Cooking Appliances in Turkey

January 2024

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## Large Cooking Appliances in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers desire modern designs, attractive colour schemes, and technology advancements in large cooking appliances

Built-in appliances benefit from special promotional campaigns

Wide range of price points mean there is an affordable large cooking appliance to suit all budgets

#### PROSPECTS AND OPPORTUNITIES

Increased number of modern households to stimulate sales over the forecast period

Average unit prices will continue to rise, while players offer bundle discounts to stimulate sales

E-commerce continues to grow its distribution share

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Consumer appliances record growth, despite the major earthquake which hit the country in February 2023

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Consumer appliances has good prospects for ongoing growth

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