

# Air Treatment Products in Turkey

January 2024

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## Air Treatment Products in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The hot summer of 2023 has helped to support growth in air treatment products  
Average unit prices continue to rise, affecting appliances in a cross-category trend  
Air purifiers remain popular, despite being a somewhat expensive “niche”

#### PROSPECTS AND OPPORTUNITIES

Ongoing heatwaves, air pollution, and the building of new houses will support sales over the forecast period  
Local players expected to gain shares thanks to their offer of high quality and affordable prices  
Energy efficiency and added-value features set to become increasingly popular

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## Consumer Appliances in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Consumer appliances record growth, despite the major earthquake which hit the country in February 2023  
Devaluation of the TRY and increase in VAT lead to price hikes  
Price competition between companies intensifies  
E-commerce continues to grow  
Consumer appliances has good prospects for ongoing growth

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