

Dishwashers in Turkey

January 2024

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Dishwashers in Turkey - Category analysis

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2023 DEVELOPMENTS

Dishwashers offering energy efficiency and improved technologies drive growth

Arçelik AS maintains its lead in dishwashers, thanks to offering products to meet consumer demand

Price promotions and campaigns shape the competitive environment

PROSPECTS AND OPPORTUNITIES

Dishwashers will be considered more of a necessity over the forecast period

The share of local brands is predicted to increase, thanks to offering trendsetting appliances at affordable prices

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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