

Home and Garden in Turkey

June 2024

Table of Contents

Home and Garden in Turkey

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

- Table 1 Sales of Home and Garden by Category: Value 2018-2023
- Table 2 Sales of Home and Garden by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Home and Garden: % Value 2019-2023
- Table 4 LBN Brand Shares of Home and Garden: % Value 2020-2023
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023
- Table 6 Distribution of Home and Garden by Format: % Value 2018-2023
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2023
- Table 8 Forecast Sales of Home and Garden by Category: Value 2023-2028
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Turkey

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home improvement continues to be supported by ongoing home renovation trends, such as seen in home paint

Floor covering benefits from ongoing trend for home renovations

Lacquer and varnish supported by consumers seeking to maintain the interiors of their homes

PROSPECTS AND OPPORTUNITIES

Sales in hand tools will continue to be supported by DIY trends

Kitchen sinks set to maintain positive sales thanks to ongoing home renovation projects

Mix of e-commerce and physical shopping expected, depending on the products purchased

CATEGORY DATA

- Table 10 Sales of Home Improvement by Category: Value 2018-2023
- Table 11 Sales of Home Improvement by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Home Improvement: % Value 2019-2023
- Table 13 LBN Brand Shares of Home Improvement: % Value 2020-2023
- Table 14 Distribution of Home Improvement by Format: % Value 2018-2023
- Table 15 Forecast Sales of Home Improvement by Category: Value 2023-2028
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

Gardening in Turkey

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fertiliser benefits from the increasing trend of home gardening Sustainable living practices lead to growth in gardening equipment Seeds benefit from consumers opting to grow their own produce

PROSPECTS AND OPPORTUNITIES

Rising urbanisation will support sales in pots and planters over the forecast period Horticulture will maintain positive growth, buoyed by Turkey's advantageous climate Consumers will continue to value brick-and-mortar stores for gardening products

CATEGORY DATA

- Table 17 Sales of Gardening by Category: Value 2018-2023
- Table 18 Sales of Gardening by Category: % Value Growth 2018-2023
- Table 19 NBO Company Shares of Gardening: % Value 2019-2023
- Table 20 LBN Brand Shares of Gardening: % Value 2020-2023
- Table 21 Distribution of Gardening by Format: % Value 2018-2023
- Table 22 Forecast Sales of Gardening by Category: Value 2023-2028
- Table 23 Forecast Sales of Gardening by Category: % Value Growth 2023-2028

Homewares in Turkey

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brands which offer affordable and durable products attract consumer attention Inflationary pressures lead to a slight downturn in ovenware sales

Dinnerware also sees slower sales due to non-essential nature of products

PROSPECTS AND OPPORTUNITIES

Cutlery will continue to benefit from home-cooking trends

Demand for efficient storage solutions supports sales in food storage products

Consumers will continue to value affordability and durability

CATEGORY DATA

- Table 24 Sales of Homewares by Category: Value 2018-2023
- Table 25 Sales of Homewares by Category: % Value Growth 2018-2023
- Table 26 Sales of Homewares by Material: % Value 2018-2023
- Table 27 NBO Company Shares of Homewares: % Value 2019-2023
- Table 28 LBN Brand Shares of Homewares: % Value 2020-2023
- Table 29 Distribution of Homewares by Format: % Value 2018-2023
- Table 30 Forecast Sales of Homewares by Category: Value 2023-2028
- Table 31 Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Home Furnishings in Turkey

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

CATEGORY DATA

- Table 32 Sales of Home Furnishings by Category: Value 2018-2023
- Table 33 Sales of Home Furnishings by Category: % Value Growth 2018-2023
- Table 34 NBO Company Shares of Home Furnishings: % Value 2019-2023
- Table 35 LBN Brand Shares of Home Furnishings: % Value 2020-2023
- Table 36 LBN Brand Shares of Light Sources: % Value 2020-2023
- Table 37 Distribution of Home Furnishings by Format: % Value 2018-2023
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2023-2028
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-and-garden-in-turkey/report.