

Homewares in Turkey

June 2024

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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

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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

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DISCLAIMER

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