

# Home Laundry Appliances in Turkey

January 2024

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## Home Laundry Appliances in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Automatic dryers remain popular for their convenience and perceived germ-killing features  
Greater capacities and high-tech models see increased demand  
Average unit prices continue to rise, while players create special offers to maintain consumer demand

#### PROSPECTS AND OPPORTUNITIES

Ongoing volume sales will be supported by the increasing number of houses  
Household penetration of automatic dryers is predicted to increase  
E-commerce continues to grow its distribution share

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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  
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