

Consumer Appliances in Turkey

January 2024

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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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2023 DEVELOPMENTS

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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

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

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Large Cooking Appliances in Turkey

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Consumers desire modern designs, attractive colour schemes, and technology advancements in large cooking appliances

Built-in appliances benefit from special promotional campaigns

Wide range of price points mean there is an affordable large cooking appliance to suit all budgets

PROSPECTS AND OPPORTUNITIES

Increased number of modern households to stimulate sales over the forecast period

Average unit prices will continue to rise, while players offer bundle discounts to stimulate sales

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2023 DEVELOPMENTS

Microwaves continue on a declining trend, as such products are deemed unnecessary

Average unit prices continue to rise, placing further downwards pressure on an already declining category

Energy efficiency remains an important factor for consumers

PROSPECTS AND OPPORTUNITIES

Increased number of modern households may stimulate sales over the forecast period

The share of built-in products is set to grow, in line with modern home trends

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2023 DEVELOPMENTS

Refrigeration appliances remains in a volume slump in 2023

Large capacity fridge-freezers see good demand

E-commerce continues to grow its distribution share

PROSPECTS AND OPPORTUNITIES

Volume sales are expected to return to positive growth over the forecast period

The share of products with higher energy efficiency is set to increase

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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
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The sales of juice extractors went down

PROSPECTS AND OPPORTUNITIES

Increasing number of modern houses will continue to support sales
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Hair care appliances shows the strongest performance

Average unit prices continue to rise, affecting appliances in a cross-category trend

PROSPECTS AND OPPORTUNITIES

The image-conscious young population will be a major driver of growth over the forecast period

Competition set to be based on advancements in technology and price

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Small Cooking Appliances in Turkey

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Light fryers continue to attract attention, thanks to been perceived as healthy and energy efficient small cooking appliances

Espresso coffee machines help to drive growth in coffee machines

Average unit prices continue to rise, affecting appliances in a cross-category trend

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Sales will be driven by growth in light fryers and coffee machines

Rice cookers and slow cookers have little potential for growth

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Average unit prices continue to rise, affecting appliances in a cross-category trend

Local companies become increasingly relevant in vacuum cleaners

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