

Home Improvement in Turkey

June 2024

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Home Improvement in Turkey - Category analysis

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

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Competitive landscape

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DISCLAIMER

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