

Appliances and Electronics Specialists in Turkey

March 2025

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Appliances and Electronics Specialists in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Appliances and electronics specialists sees slowed volume sale growth in 2024

MediaMarkt continues to expand

Competitive landscape remains fragmented, led by Arçelik

PROSPECTS AND OPPORTUNITIES

Positive future forecast for appliances and electronics specialists

Concept of experimental retail continues to evolve

Shifting trend in malls from fashion to logistics and tech should support sales growth

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GenAl and social and ecological activism trends gain traction

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

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Ramadan (Eid al Fitr)

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