



Vacuum Cleaners in Turkey

January 2024

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Vacuum Cleaners in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stick and robotic vacuum cleaners drive sales in the category
Average unit prices continue to rise, affecting appliances in a cross-category trend
Local companies become increasingly relevant in vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Convenience and energy efficiency are set to shape ongoing consumer demand
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E-commerce continues to grow its distribution share

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Consumer Appliances in Turkey - Industry Overview

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Consumer appliances record growth, despite the major earthquake which hit the country in February 2023
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Consumer appliances has good prospects for ongoing growth

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