



Large Cooking Appliances in Turkey

January 2024

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Large Cooking Appliances in Turkey - Category analysis

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2023 DEVELOPMENTS

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

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

Devaluation of the TRY and increase in VAT lead to price hikes

Price competition between companies intensifies

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Consumer appliances has good prospects for ongoing growth

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