

Refrigeration Appliances in Turkey

December 2024

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Refrigeration Appliances in Turkey - Category analysis

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2024 DEVELOPMENTS

Freezers push strong retail volume growth amid declining new house sales

Consumer demand shifts towards larger, advanced fridge freezers

Companies offer promotions to retain and win new customers

PROSPECTS AND OPPORTUNITIES

Refrigeration appliances to benefit from more favourable economic and housing market conditions

High utility bills to push a demand for energy-efficient products

Electric wine coolers/chillers remain luxury items for Turkish consumers

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