



Refrigeration Appliances in Turkey

January 2024

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Refrigeration Appliances in Turkey - Category analysis

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2023 DEVELOPMENTS

Refrigeration appliances remains in a volume slump in 2023

Large capacity fridge-freezers see good demand

E-commerce continues to grow its distribution share

PROSPECTS AND OPPORTUNITIES

Volume sales are expected to return to positive growth over the forecast period

The share of products with higher energy efficiency is set to increase

Average unit prices predicted to continue rising

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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

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

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