



Euromonitor
International

Air Treatment Products in Turkey

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Air Treatment Products in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The hot summer of 2023 has helped to support growth in air treatment products
Average unit prices continue to rise, affecting appliances in a cross-category trend
Air purifiers remain popular, despite being a somewhat expensive “niche”

PROSPECTS AND OPPORTUNITIES

Ongoing heatwaves, air pollution, and the building of new houses will support sales over the forecast period
Local players expected to gain shares thanks to their offer of high quality and affordable prices
Energy efficiency and added-value features set to become increasingly popular

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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
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Price competition between companies intensifies
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Consumer appliances has good prospects for ongoing growth

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