



Euromonitor
International

Home Laundry Appliances in Turkey

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Table of Contents

Home Laundry Appliances in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Automatic dryers remain popular for their convenience and perceived germ-killing features
Greater capacities and high-tech models see increased demand
Average unit prices continue to rise, while players create special offers to maintain consumer demand

PROSPECTS AND OPPORTUNITIES

Ongoing volume sales will be supported by the increasing number of houses
Household penetration of automatic dryers is predicted to increase
E-commerce continues to grow its distribution share

CATEGORY DATA

Table 1 - Sales of Home Laundry Appliances by Category: Volume 2018-2023
Table 2 - Sales of Home Laundry Appliances by Category: Value 2018-2023
Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023
Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023
Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023
Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023
Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023
Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023
Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023
Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023
Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023
Table 12 - Production of Home Laundry Appliances: Total Volume 2018-2023
Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028
Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028
Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028
Table 16 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

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
E-commerce continues to grow
Consumer appliances has good prospects for ongoing growth

MARKET INDICATORS

Table 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 18 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 19 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 20 - Sales of Consumer Appliances by Category: Value 2018-2023
Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 27 - Sales of Small Appliances by Category: Volume 2018-2023
Table 28 - Sales of Small Appliances by Category: Value 2018-2023
Table 29 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 30 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 31 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 32 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 33 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 34 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 35 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 36 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 45 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 46 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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