



Personal Care Appliances in Turkey

January 2024

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Personal Care Appliances in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising urbanisation and out-of-home lifestyles support growth in personal care appliances

Hair care appliances shows the strongest performance

Average unit prices continue to rise, affecting appliances in a cross-category trend

PROSPECTS AND OPPORTUNITIES

The image-conscious young population will be a major driver of growth over the forecast period

Competition set to be based on advancements in technology and price

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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

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