



# Small Cooking Appliances in Turkey

January 2024

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## Small Cooking Appliances in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Light fryers continue to attract attention, thanks to been perceived as healthy and energy efficient small cooking appliances

Espresso coffee machines help to drive growth in coffee machines

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

#### PROSPECTS AND OPPORTUNITIES

Sales will be driven by growth in light fryers and coffee machines

Rice cookers and slow cookers have little potential for growth

Competition between local and international brands is set to become fiercer

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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

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

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