



Euromonitor
International

Small Cooking Appliances in Turkey

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fast acceptance of air fryers driven by interest in innovative, healthier and energy-efficient appliances
- Desire for café-quality brews at home spur fast growth in coffee machines
- Surges in average retail current unit prices amidst strong economic pressures

PROSPECTS AND OPPORTUNITIES

- Health, convenience and innovation to spur retail volume growth in small cooking appliances
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