



# Microwaves in Turkey

January 2024

Table of Contents

## Microwaves in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Microwaves continue on a declining trend, as such products are deemed unnecessary  
Average unit prices continue to rise, placing further downwards pressure on an already declining category  
Energy efficiency remains an important factor for consumers

#### PROSPECTS AND OPPORTUNITIES

Increased number of modern households may stimulate sales over the forecast period  
The share of built-in products is set to grow, in line with modern home trends  
E-commerce continues to grow its distribution share

#### CATEGORY DATA

Table 1 - Sales of Microwaves by Category: Volume 2018-2023  
Table 2 - Sales of Microwaves by Category: Value 2018-2023  
Table 3 - Sales of Microwaves by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Microwaves by Category: % Value Growth 2018-2023  
Table 5 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023  
Table 6 - NBO Company Shares of Microwaves: % Volume 2019-2023  
Table 7 - LBN Brand Shares of Microwaves: % Volume 2020-2023  
Table 8 - Distribution of Microwaves by Format: % Volume 2018-2023  
Table 9 - Production of Microwaves: Total Volume 2018-2023  
Table 10 - Forecast Sales of Microwaves by Category: Volume 2023-2028  
Table 11 - Forecast Sales of Microwaves by Category: Value 2023-2028  
Table 12 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028  
Table 13 - Forecast Sales of Microwaves 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 14 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024  
Table 15 - Replacement Cycles of Consumer Appliances by Category 2018-2024

### MARKET DATA

Table 16 - Sales of Consumer Appliances by Category: Volume 2018-2023  
Table 17 - Sales of Consumer Appliances by Category: Value 2018-2023  
Table 18 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023  
Table 19 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023  
Table 20 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023  
Table 21 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023  
Table 22 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023  
Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023  
Table 24 - Sales of Small Appliances by Category: Volume 2018-2023  
Table 25 - Sales of Small Appliances by Category: Value 2018-2023  
Table 26 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

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

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/microwaves-in-turkey/report](http://www.euromonitor.com/microwaves-in-turkey/report).