



# Consumer Appliances in Turkey

January 2024

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## 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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Dishwashers offering energy efficiency and improved technologies drive growth  
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Price promotions and campaigns shape the competitive environment

## PROSPECTS AND OPPORTUNITIES

Dishwashers will be considered more of a necessity over the forecast period  
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### 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

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Built-in appliances benefit from special promotional campaigns

Wide range of price points mean there is an affordable large cooking appliance to suit all budgets

#### PROSPECTS AND OPPORTUNITIES

Increased number of modern households to stimulate sales over the forecast period

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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

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Large capacity fridge-freezers see good demand

E-commerce continues to grow its distribution share

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The share of products with higher energy efficiency is set to increase

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#### 2023 DEVELOPMENTS

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Average unit prices continue to rise, affecting appliances in a cross-category trend  
Air purifiers remain popular, despite being a somewhat expensive “niche”

#### PROSPECTS AND OPPORTUNITIES

Ongoing heatwaves, air pollution, and the building of new houses will support sales over the forecast period  
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Average unit prices continue to rise, affecting appliances in a cross-category trend  
The sales of juice extractors went down

#### PROSPECTS AND OPPORTUNITIES

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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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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

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Local companies become increasingly relevant in vacuum cleaners

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