

Furniture Sales via Key Retail Formats in Turkey to 2014

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Abstracts

Introduction

Datamonitor's 'Furniture Sales via Key Retail Formats in Turkey to 2014' databook provides market value data for five key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

Furniture retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include living room furniture, bedroom furniture, other furniture, dining room furniture and home office

Current and forecast analysis of sales via major retail channels

in the furniture market as well as its sub-categories

Highlights

Furniture retail sales in Turkey increased at a compound annual growth rate of 13.3% between 2004 and 2009.

Living room furniture sales led the furniture market with a share of 59.8% in 2009. Home

furniture and homewares retailers were the leading retail format for living room furniture in 2009.

Reasons to Purchase

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the furniture market in Turkey

Understand the future direction of the market with reliable historical data and full five year forecasting

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