

# Arçelik AS in Consumer Electronics (Turkey)

<https://marketpublishers.com/r/A0426533086EN.html>

Date: February 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A0426533086EN

## Abstracts

Arçelik is expected to continue making attempts to protect its strong volume share in consumer electronics in Turkey as its products cater to the country's most stable consumer segments. The company's relentless focus on consumer appliances is likely to prevent it from engaging aggressive product development to gain shares in consumer electronics.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Consumer Electronics market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Arçelik AS: Key Facts

Summary 2 Arçelik AS: Operational Indicators

Company Background

Production

Summary 3 Arçelik AS: Production Sites 2012

Competitive Positioning

Summary 4 Arçelik AS: Competitive Position 2012

## I would like to order

Product name: Arçelik AS in Consumer Electronics (Turkey)

Product link: <https://marketpublishers.com/r/A0426533086EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A0426533086EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970