

Home Furnishings in Turkey

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Abstracts

Extremely high inflation rates in Turkey in 2022 drove high current value growth in home furnishings in the country, but also caused a significant contraction in value demand at constant 2022 prices, as consumers were forced to decrease the amount in their budgets allocated for purchasing furniture. Price pressures also drove consumers to trade down in terms of materials, with inexpensive, ready-to-assembly (RTA) furniture gaining popularity. In response, brands also stocked more of these inexpe...

Euromonitor International's Home Furnishings in Turkey report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Indoor Living, Lighting, Outdoor Living.

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

Why buy this report?

Get a detailed picture of the Home Furnishings 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.

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