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Home Laundry Appliances in Turkey

https://marketpublishers.com/r/H32B028FC21EN.html
Date: January 2024
Pages: 40
Price: US$ 990.00 (Single User License)
ID: H32B028FC21EN

Abstracts

Sales in home laundry appliances maintain positive volume sales in 2023, whilst value sales are supported by price hikes. Consumers have been more aware of hygiene since the era of the pandemic, thus have been paying more attention to the cleaning functions of their appliances – including those to wash their clothes. Within this, we are seeing a focus on automatic dryers, with freestanding models showing the strongest volume growth. The popularity of automatic dryers came about as consumers star...

Euromonitor International's Home Laundry Appliances in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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 Laundry Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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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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Euromonitor International
January 2024

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