

Large Cooking Appliances in Turkey

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Abstracts

Sales in large cooking appliances demonstrate a small volume growth in 2023, which come from the good performance of built-in appliances. Within this, consumers are noted to place emphasis on modern designs, attractive colour schemes (e.g., silver, black, or white), and technology advancements, such as ovens with connectivity features. Indeed, such modern designs and options appeal to urban consumers, especially those with income to invest in attractive and stylish kitchens.

Euromonitor International's Large Cooking 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range Cookers.

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

Why buy this report?

Get a detailed picture of the Large Cooking Appliances 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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2023 DEVELOPMENTS

Consumers desire modern designs, attractive colour schemes, and technology advancements in large cooking appliances
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
Average unit prices will continue to rise, while players offer bundle discounts to stimulate sales
E-commerce continues to grow its distribution share

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