

# Luxury Electronic Gadgets in Turkey

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## Abstracts

The growth rate over the review period as a whole for luxury mobile phones was lower than that for regular alternatives, as luxury mobile phones are the prerogative of a small group of super-rich people. As a result, this product type accounts for a negligible share of overall sales of mobile phones in Turkey. According to trade sources, half of the luxury mobile phones sold in Turkey are bought by wealthy tourists. The price of brands such as Vertu (Vertu Corp Ltd) is lower in Turkey than in...

Euromonitor International's Luxury Electronic Gadgets in Turkey report offers a comprehensive guide to the size and shape of the Luxury Electronic Gadgets market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Electronic Gadgets retailing along with the development of consumers' shopping patterns. Forecasts to 2019 illustrate how the market is set to change

**Product coverage:** Luxury Mobile Phones, Luxury Mp3 Players.

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

### Why buy this report?

Get a detailed picture of the Luxury Electronic Gadgets 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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