

Consumer Electronics Retail in Turkey - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Consumer Electronics Retail in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Consumer Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum

cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Turkish consumer electronics market had total revenues of \$13.0bn in 2020, representing a compound annual growth rate (CAGR) of 18.3% between 2016 and 2020.

Electrical and electronics specialists account for the largest proportion of sales in the Turkish consumer electronics market in 2020, sales through this channel generated \$6.1bn, equivalent to 47% of the market's overall value.

Turkey's retail market is still fragmented between moderate sized local players.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Turkey

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey consumer electronics retail market with five year forecasts

REASONS TO BUY

What was the size of the Turkey consumer electronics retail market by value in 2020?

What will be the size of the Turkey consumer electronics retail market in 2025?

What factors are affecting the strength of competition in the Turkey consumer electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's consumer electronics retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. Were there any major new entrants in 2018?
- 7.3. How has the COVID-19 pandemic affected leading players?

8 COMPANY PROFILES

- 8.1. Teknosa İc Ve Dis Tic. A.S.
- 8.2. Bimeks Bilgi İslm Ve Dis Ticaret AS
- 8.3. MediaMarktSaturn Retail Group

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Turkey consumer electronics retail market value: \$ million, 2016-20
- Table 2: Turkey consumer electronics retail market category segmentation: \$ million, 2020
- Table 3: Turkey consumer electronics retail market geography segmentation: \$ million, 2020
- Table 4: Turkey consumer electronics retail market distribution: % share, by value, 2020
- Table 5: Turkey consumer electronics retail market value forecast: \$ million, 2020-25
- Table 6: Teknosa Ic Ve Dis Tic. A.S.: key facts
- Table 7: Teknosa Ic Ve Dis Tic. A.S.: Annual Financial Ratios
- Table 8: Teknosa Ic Ve Dis Tic. A.S.: Key Employees
- Table 9: Bimeks Bilgi Islem Ve Dis Ticaret AS: key facts
- Table 10: Bimeks Bilgi Islem Ve Dis Ticaret AS: Key Employees
- Table 11: MediaMarktSaturn Retail Group: key facts
- Table 12: MediaMarktSaturn Retail Group: Key Employees
- Table 13: Turkey size of population (million), 2016-20
- Table 14: Turkey gdp (constant 2005 prices, \$ billion), 2016-20
- Table 15: Turkey gdp (current prices, \$ billion), 2016-20
- Table 16: Turkey inflation, 2016-20
- Table 17: Turkey consumer price index (absolute), 2016-20
- Table 18: Turkey exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Turkey consumer electronics retail market value: \$ million, 2016-20

Figure 2: Turkey consumer electronics retail market category segmentation: % share, by value, 2020

Figure 3: Turkey consumer electronics retail market geography segmentation: % share, by value, 2020

Figure 4: Turkey consumer electronics retail market distribution: % share, by value, 2020

Figure 5: Turkey consumer electronics retail market value forecast: \$ million, 2020-25

Figure 6: Forces driving competition in the consumer electronics retail market in Turkey, 2020

Figure 7: Drivers of buyer power in the consumer electronics retail market in Turkey, 2020

Figure 8: Drivers of supplier power in the consumer electronics retail market in Turkey, 2020

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Turkey, 2020

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Turkey, 2020

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Turkey, 2020

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