

Home & Garden Products in Turkey

<https://marketpublishers.com/r/H08AC0C9A06EN.html>

Date: October 2018

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: H08AC0C9A06EN

Abstracts

Home & Garden Products in Turkey

SUMMARY

Home & Garden Products in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Essential resource for top-line data and analysis covering the Turkey home & garden products market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

The home & garden products market consists of gardening and outdoor living products, home improvement products, and homewares. Gardening and outdoor living includes garden buildings, manual and electric garden tools, garden utensils, outdoor living products (garden furniture, barbecues, ornaments), and plants and growing media (bulbs, compost, domestic fertilizer, flowering plants, seeds, shrubs and trees). Home improvement includes retail (not trade) sales of decorating materials (paint, varnish, wall tiles, wallpaper), Electricals hardware (alarms, light fittings, plugs, switches), hardware (brackets, locks, nails, bolts, nuts, etc.), other materials (adhesive, aggregates, boards, cement, doors, window frames, glass, bricks, timber, etc.), and manual and power tools. Homewares includes retail sales of home hardware (crockery, cutlery, glassware, rubbish bins, storage, mechanical utensils and home devices e.g. scales), lamps and lampshades, textiles and soft furnishings (bathroom textiles,

beddings, cushions, futons, hammocks, mattresses, table linen, furniture covers, doormats), and window dressings (blinds, curtain poles, rails, curtains, hooks). Any currency conversions calculated using constant annual average 2017 exchange rates.

The Turkish home and garden products market had total revenues of \$3.9bn in 2017, representing a compound annual growth rate (CAGR) of 7.1% between 2013 and 2017.

The home improvement segment was the market's most lucrative in 2017, with total revenues of \$2.3bn, equivalent to 57% of the market's overall value.

The Turkish construction industry has boomed since 2014, driven by housing projects amid increasing urbanization and rising disposable income.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the home & garden products market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the home & garden products market in Turkey

Leading company profiles reveal details of key home & garden products market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey home & garden products market with five year forecasts

REASONS TO BUY

What was the size of the Turkey home & garden products market by value in 2017?

What will be the size of the Turkey home & garden products market in 2022?

What factors are affecting the strength of competition in the Turkey home &

garden products market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's home & garden products market?

Contents

Executive Summary
Market value
Market value forecast
Category segmentation
Geography segmentation
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market Segmentation
Category segmentation
Geography segmentation
Market distribution
Market Outlook
Market value forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
Boydak Holding AS
Inter IKEA Systems BV
Kingfisher Plc
Tekfen Holding AS
Macroeconomic Indicators
Country data
Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Turkey home & garden products market value: \$ million, 2013-17
- Table 2: Turkey home & garden products market category segmentation: \$ million, 2017
- Table 3: Turkey home & garden products market geography segmentation: \$ million, 2017
- Table 4: Turkey home & garden products market distribution: % share, by value, 2017
- Table 5: Turkey home & garden products market value forecast: \$ million, 2017-22
- Table 6: Boydak Holding AS: key facts
- Table 7: Inter IKEA Systems BV: key facts
- Table 8: Inter IKEA Systems BV: key financials (\$)
- Table 9: Inter IKEA Systems BV: key financials (€)
- Table 10: Inter IKEA Systems BV: key financial ratios
- Table 11: Kingfisher Plc: key facts
- Table 12: Kingfisher Plc: key financials (\$)
- Table 13: Kingfisher Plc: key financials (£)
- Table 14: Kingfisher Plc: key financial ratios
- Table 15: Tekfen Holding AS: key facts
- Table 16: Tekfen Holding AS: key financials (\$)
- Table 17: Tekfen Holding AS: key financials (TL)
- Table 18: Tekfen Holding AS: key financial ratios
- Table 19: Turkey size of population (million), 2013-17
- Table 20: Turkey gdp (constant 2005 prices, \$ billion), 2013-17
- Table 21: Turkey gdp (current prices, \$ billion), 2013-17
- Table 22: Turkey inflation, 2013-17
- Table 23: Turkey consumer price index (absolute), 2013-17
- Table 24: Turkey exchange rate, 2013-17

List Of Figures

LIST OF FIGURES

Figure 1: Turkey home & garden products market value: \$ million, 2013-17

Figure 2: Turkey home & garden products market category segmentation: % share, by value, 2017

Figure 3: Turkey home & garden products market geography segmentation: % share, by value, 2017

Figure 4: Turkey home & garden products market distribution: % share, by value, 2017

Figure 5: Turkey home & garden products market value forecast: \$ million, 2017-22

Figure 6: Forces driving competition in the home & garden products market in Turkey, 2017

Figure 7: Drivers of buyer power in the home & garden products market in Turkey, 2017

Figure 8: Drivers of supplier power in the home & garden products market in Turkey, 2017

Figure 9: Factors influencing the likelihood of new entrants in the home & garden products market in Turkey, 2017

Figure 10: Factors influencing the threat of substitutes in the home & garden products market in Turkey, 2017

Figure 11: Drivers of degree of rivalry in the home & garden products market in Turkey, 2017

Figure 12: Inter IKEA Systems BV: revenues & profitability

Figure 13: Inter IKEA Systems BV: assets & liabilities

Figure 14: Kingfisher Plc: revenues & profitability

Figure 15: Kingfisher Plc: assets & liabilities

Figure 16: Tekfen Holding AS: revenues & profitability

Figure 17: Tekfen Holding AS: assets & liabilities

COMPANIES MENTIONED

Boydak Holding AS

Inter IKEA Systems BV

Kingfisher Plc

Tekfen Holding AS

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