

# Home and Garden Products in Turkey

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## Abstracts

Home and Garden Products in Turkey

### SUMMARY

Home & Garden Products in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### 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 (crocery, 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 2018 exchange rates.

The Turkish home & garden products market had total revenues of \$3.5bn in 2018, representing a compound annual growth rate (CAGR) of 9.9% between 2014 and 2018.

The home improvement segment was the market's most lucrative in 2018, with total revenues of \$2bn, 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 2018?

What will be the size of the Turkey home & garden products market in 2023?

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

### **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. Which players have been most successful in the recent past?
- 7.3. What strategies have leading players used over the last year?

## **8 COMPANY PROFILES**

- 8.1. Kingfisher Plc
- 8.2. Inter IKEA Holding BV
- 8.3. Tekfen Holding AS
- 8.4. Boydak Holding AS

## **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 home & garden products market value: \$ million, 2014-18

Table 2: Turkey home & garden products market category segmentation: \$ million, 2018

Table 3: Turkey home & garden products market geography segmentation: \$ million, 2018

Table 4: Turkey home & garden products market distribution: % share, by value, 2018

Table 5: Turkey home & garden products market value forecast: \$ million, 2018-23

Table 6: Kingfisher Plc: key facts

Table 7: Kingfisher Plc: Annual Financial Ratios

Table 8: Kingfisher Plc: Key Employees

Table 9: Inter IKEA Holding BV: key facts

Table 10: Inter IKEA Holding BV: Key Employees

Table 11: Tekfen Holding AS: key facts

Table 12: Tekfen Holding AS: Annual Financial Ratios

Table 13: Tekfen Holding AS: Key Employees

Table 14: Boydak Holding AS: key facts

Table 15: Boydak Holding AS: Key Employees

Table 16: Turkey size of population (million), 2014-18

Table 17: Turkey gdp (constant 2005 prices, \$ billion), 2014-18

Table 18: Turkey gdp (current prices, \$ billion), 2014-18

Table 19: Turkey inflation, 2014-18

Table 20: Turkey consumer price index (absolute), 2014-18

Table 21: Turkey exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Turkey home & garden products market value: \$ million, 2014-18

Figure 2: Turkey home & garden products market category segmentation: % share, by value, 2018

Figure 3: Turkey home & garden products market geography segmentation: % share, by value, 2018

Figure 4: Turkey home & garden products market distribution: % share, by value, 2018

Figure 5: Turkey home & garden products market value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the home & garden products market in Turkey, 2018

Figure 7: Drivers of buyer power in the home & garden products market in Turkey, 2018

Figure 8: Drivers of supplier power in the home & garden products market in Turkey, 2018

Figure 9: Factors influencing the likelihood of new entrants in the home & garden products market in Turkey, 2018

Figure 10: Factors influencing the threat of substitutes in the home & garden products market in Turkey, 2018

Figure 11: Drivers of degree of rivalry in the home & garden products market in Turkey, 2018

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