

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 (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 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?

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