

Turkey Home and Garden Product Retail Market Summary and Forecast

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Abstracts

Turkey Home and Garden Product Retail Market Summary and Forecast

Summary

Home & Garden Product Retail in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). 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 is segmented into gardening and outdoor living products, home improvement products, and homewares.

The Turkish home & garden products market had total revenues of \$24.7 billion in 2022, representing a compound annual growth rate (CAGR) of 40% between 2017 and 2022.

The home improvement segment accounted for the market's largest proportion in 2022, with total revenues of \$17.9 billion, equivalent to 72.2% of the market's overall value.

The growth in the Turkish home & garden products market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the Turkish Statistical Institute, in October

2023, Turkey's consumer confidence index increased to 74.6 from 71.5 the previous month.

Scope

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey home & garden product retail market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Turkey home & garden product retail market by value in 2022?

What will be the size of the Turkey home & garden product retail market in 2027?

What factors are affecting the strength of competition in the Turkey home & garden product retail market?

How has the market performed over the last five years?

How large is Turkey's home & garden product retail market in relation to its regional counterparts?

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