

Air Conditioning Market in Turkey 2019

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Abstracts

Air conditioning (AC) is a system used to cool down the temperature in an inside space by removing the existing heat and moisture from the room. It is essential to a comfortable home or work environment. According to a report by StrategyHelix, the air conditioning market in Turkey was estimated at 706 thousand units in 2018, a decrease of 15.9% over the previous year.

The report provides up-to-date market size data covering key market aspects like volume for air conditioning. The Turkey air conditioning market is segmented on the basis of type. On the basis of type, the air conditioning market in Turkey has been segmented into room AC, commercial AC. Among these, the room AC segment was accounted for the largest share of the market in 2018.

The room AC market is further segmented into window air conditioners, and split air conditioners. The split air conditioners segment captured the largest share of the market in 2018. Furthermore, the commercial AC market has been categorized into PAC air conditioners, and VRF air conditioners. According to the research, the PAC air conditioners segment had the largest share in the air conditioning market in Turkey.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the air conditioning market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Type: room AC, commercial AC

Base year: 2018

Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey air conditioning market
Identify regional strategies and strategic priorities on the basis of local data
Pinpoint growth sectors and trends for investment
Understand what the future of the air conditioning market in Turkey looks like
Identify the competitive landscape and window of opportunity

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Room AC
Commercial AC
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