

Residential Washing Machine Market in Turkey 2021

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Abstracts

Residential washing machines are the most widely used home appliances for cleaning and caring for clothes. The residential washing machine market in Turkey is poised to grow by US\$ 1,110 million during 2021-2027, progressing at a CAGR of 11.2% during the forecast period, according to data and analytics company StrategyHelix. Rising consumer disposable income and living standards coupled with increasing urbanization, rising affordability of washing machines are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for residential washing machine. The Turkey residential washing machine market is segmented on the basis of product, technology, and distribution channel. By product, the residential washing machine market in Turkey has been segmented into dryers, fully automatic washing machines, semi-automatic washing machines, washer dryers. In 2020, the fully automatic washing machines segment made up the largest share of revenue generated by the residential washing machine market. Based upon technology, the residential washing machine market in Turkey is categorized into automatic, semi-automatic. On the basis of distribution channel, the residential washing machine market in Turkey has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The residential washing machine market is dominated by key players, which are Arcelik A.S., BSH Hausgerate GmbH, Zorlu Holding A.S., The Samsung Group.

Report Scope

Product: dryers, fully automatic washing machines, semi-automatic washing machines, washer dryers

Technology: automatic, semi-automatic

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing,

others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey residential washing machine market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Arcelik A.S.
BSH Hausgerate GmbH
Zorlu Holding A.S.
The Samsung Group
About StrategyHelix
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