

Vacuum Cleaners in Turkey

January 2024

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Vacuum Cleaners in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stick and robotic vacuum cleaners drive sales in the category
Average unit prices continue to rise, affecting appliances in a cross-category trend
Local companies become increasingly relevant in vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Convenience and energy efficiency are set to shape ongoing consumer demand
Vacuum cleaners with dust bags set to become increasingly outdated
E-commerce continues to grow its distribution share

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Consumer Appliances in Turkey - Industry Overview

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Consumer appliances record growth, despite the major earthquake which hit the country in February 2023
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