

Microwaves in Turkey

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Microwaves continue on a declining trend, as such products are deemed unnecessary
Average unit prices continue to rise, placing further downwards pressure on an already declining category
Energy efficiency remains an important factor for consumers

PROSPECTS AND OPPORTUNITIES

Increased number of modern households may stimulate sales over the forecast period
The share of built-in products is set to grow, in line with modern home trends
E-commerce continues to grow its distribution share

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Consumer Appliances in Turkey - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances record growth, despite the major earthquake which hit the country in February 2023
Devaluation of the TRY and increase in VAT lead to price hikes
Price competition between companies intensifies
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Consumer appliances has good prospects for ongoing growth

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