

# Appliances and Electronics Specialists in Turkey

March 2024

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## Appliances and Electronics Specialists in Turkey - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fall in constant value sales in 2023 Media Markt/Saturn opens state-of-the-art outlet Arçelik maintains its lead

### PROSPECTS AND OPPORTUNITIES

Outlook positive over forecast period Concept of experimental retail continues to evolve Consumers seek top-of-the range offerings

#### CHANNEL DATA

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## Retail in Turkey - Industry Overview

## EXECUTIVE SUMMARY

Retail in 2023: The big picture Healthy demand for luxury goods More subdued value growth for e-commerce What next for retail?

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