

Vacuum Cleaners in Turkey

January 2024

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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Vacuum cleaners with dust bags set to become increasingly outdated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

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
E-commerce continues to grow
Consumer appliances has good prospects for ongoing growth

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