

Personal Care Appliances in Turkey

January 2024

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2023 DEVELOPMENTS

Rising urbanisation and out-of-home lifestyles support growth in personal care appliances

Hair care appliances shows the strongest performance

Average unit prices continue to rise, affecting appliances in a cross-category trend

PROSPECTS AND OPPORTUNITIES

The image-conscious young population will be a major driver of growth over the forecast period

Competition set to be based on advancements in technology and price

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

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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