

Home Improvement in Turkey

May 2023

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Home Improvement in Turkey - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hand tools and home paint limit decline for home improvement Growth in decorative paint fuelled by the desire for beautification Wall tiles and floor tiles see growth between 2019 and 2022

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E-commerce will continue to gain share over the forecast period Price pressures will drive only modest growth in home improvement

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