

# Home and Garden in Turkey

May 2023

**Table of Contents** 

## Home and Garden in Turkey

## EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

## MARKET DATA

- Table 1 Sales of Home and Garden by Category: Value 2017-2022
- Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022
- Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022
- Table 6 Distribution of Home and Garden by Format: % Value 2017-2022
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2022
- Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

#### DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

## Home Improvement in Turkey

## **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

## PROSPECTS AND OPPORTUNITIES

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

# **CATEGORY DATA**

- Table 10 Sales of Home Improvement by Category: Value 2017-2022
- Table 11 Sales of Home Improvement by Category: % Value Growth 2017-2022
- Table 12 NBO Company Shares of Home Improvement: % Value 2018-2022
- Table 13 LBN Brand Shares of Home Improvement: % Value 2019-2022
- Table 14 Distribution of Home Improvement by Format: % Value 2017-2022
- Table 15 Forecast Sales of Home Improvement by Category: Value 2022-2027
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

## Gardening in Turkey

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Gardening grows in popularity as a hobby

Convenience and sustainability trends boost innovation in watering

Private label sees the strongest value share growth in gardening

#### PROSPECTS AND OPPORTUNITIES

E-commerce prospects limited, as consumers value in-store expertise Sustainability concerns will hamper demand for fertiliser

#### **CATEGORY DATA**

- Table 17 Sales of Gardening by Category: Value 2017-2022
- Table 18 Sales of Gardening by Category: % Value Growth 2017-2022
- Table 19 NBO Company Shares of Gardening: % Value 2018-2022
- Table 20 LBN Brand Shares of Gardening: % Value 2019-2022
- Table 21 Distribution of Gardening by Format: % Value 2017-2022
- Table 22 Forecast Sales of Gardening by Category: Value 2022-2027
- Table 23 Forecast Sales of Gardening by Category: % Value Growth 2022-2027

## Homewares in Turkey

## **KEY DATA FINDINGS**

### 2022 DEVELOPMENTS

Demand for homewares declines at constant 2022 prices

High prices lead consumers to limit the quantity purchased

Launch of private label lines to leverage consumers' price sensitivity

## PROSPECTS AND OPPORTUNITIES

E-commerce expected to see further growth over the forecast period Price pressures will drive sales of inexpensive homewares

## **CATEGORY DATA**

- Table 24 Sales of Homewares by Category: Value 2017-2022
- Table 25 Sales of Homewares by Category: % Value Growth 2017-2022
- Table 26 Sales of Homewares by Material: % Value 2017-2022
- Table 27 NBO Company Shares of Homewares: % Value 2018-2022
- Table 28 LBN Brand Shares of Homewares: % Value 2019-2022
- Table 29 Distribution of Homewares by Format: % Value 2017-2022
- Table 30 Forecast Sales of Homewares by Category: Value 2022-2027
- Table 31 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

# Home Furnishings in Turkey

## KEY DATA FINDINGS

## 2022 DEVELOPMENTS

Price pressures dampen demand for home furnishings

Move to smaller urban housing drives sales of multifunctional furniture

Barbecues grows due to the importance of gardening

# PROSPECTS AND OPPORTUNITIES

Demand for home furnishings expected to grow over the forecast period Marriage season set to drive sales of furniture

Online sales will be limited by a lack of trust

## **CATEGORY DATA**

Table 32 - Sales of Home Furnishings by Category: Value 2017-2022

Table 33 - Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 34 - NBO Company Shares of Home Furnishings: % Value 2018-2022

- Table 35 LBN Brand Shares of Home Furnishings: % Value 2019-2022
- Table 36 LBN Brand Shares of Light Sources: % Value 2019-2022
- Table 37 Distribution of Home Furnishings by Format: % Value 2017-2022
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2022-2027
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-and-garden-in-turkey/report.