



**Euromonitor
International**

Homewares in Türkiye

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Homewares Summary

INDUSTRY PERFORMANCE

Growth Continues, with Space-Saving Designs Meeting Urban Demand

Chart 1 - Ikea Türkiye's Compact New-Format Store Merchandises Small-Space Living for Urban Apartment Dwellers

Pasabahce Drives Sustainability Credentials through Recycled Materials

Chart 2 - Pasabahce Brings Sustainable Packaging and Recycled-Glass Ranges into Mainstream Turkish Homewares

Karaca and English Home Integrate Digital and In-Store Journeys for Higher Shopper Expectations

Chart 3 - Karaca Advances Omnichannel Homewares Retail with Hybrid Physical-Plus-Digital Store Formats

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Compact Designs Likely to Attract Younger Urban Households Seeking Space Efficiency

Design-Forward Dining Will Set the Pace as Visual Trends Drive up Value

Compliance Pressures to Reshape Export Strategies as Differentiation Tool

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pasabahce and Karaca Sustain Leadership as Design and Omnichannel Strategies Shape Value

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Homewares and Home Furnishing Stores Maintains Leadership as Retail E-Commerce Accelerates

Ikea, Karaca and Pasabahce Reshape Retail with Compact Stores and Circular Design

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Homewares

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Homewares

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home and Garden in Türkiye - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Koçtaş and Ikea Adapt to Urban Small-Space Demand with City-Focused Solutions

Chart 18 - Koçtaş Expands Balcony Gardening

Shoppers Polarise between Entry-Tier Products and Premium Upgrades

Vitra'S Certified Eco Innovations Win Trust as Health and Sustainability Concerns Rise

Chart 19 - Vitra Sets New Eco-Standard with its 100% Recycled Washbasin

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Digital-First Brands to Win Loyalty by Uniting Online and In-Store Journeys

Home Furnishings Expected to See Expansion of Small-Space Innovation

Diy and Diftm Service Strategies to Reshape Consumer Project Behaviour

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea and Local Leaders Defend Share as Design Innovation Shifts Focus to Homewares

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Home Products Specialists Drives In-Store Leadership While E-Commerce Accelerates

Koçtaş Fix and Ikea Preowned Shape New Hybrid Shopping Models

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home and Garden

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Home and Garden

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/homewares-in-turkiye/report.