

# Food Preparation Appliances in Turkey

January 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Food preparation appliances continue to be supported by home-cooking and home-baking trends

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

The sales of juice extractors went down

#### PROSPECTS AND OPPORTUNITIES

Increasing number of modern houses will continue to support sales

Local brands expected to maintain and grow their share, thanks to offering an attractive quality-to-price ratio

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

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Consumer appliances has good prospects for ongoing growth

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