

Appliances and Electronics Specialists in Turkey

March 2023

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Appliances and Electronics Specialists in Turkey - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth is driven by ongoing remote working and aggressive price promotions
Supply bottlenecks and currency devaluation continues to hit prices in 2022
Chained modern electronics specialist retailers expand

PROSPECTS AND OPPORTUNITIES

E-commerce continues to grow as consumers appreciate convenience
The landscape is set to consolidate, with larger players taking share
The popularity of integrated products boosts growth on the landscape

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High inflation dampens demand and reduces profitability
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