Home and Garden in Turkey

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture
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Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

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DISCLAIMER

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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

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Gardening in Turkey

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KEY DATA FINDINGS
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High prices lead consumers to limit the quantity purchased
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Move to smaller urban housing drives sales of multifunctional furniture
Barbecues grows due to the importance of gardening

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