



Euromonitor
International

Home Audio and Cinema in Turkey

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Table of Contents

Home Audio and Cinema in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales remain in a volume slump due to strong competition from integrated systems

LG and Samsung remain in close competition as the leading companies

Appliances and electronics specialists maintain strong relevance, as consumers like to see and test products in real life before purchase

PROSPECTS AND OPPORTUNITIES

Ongoing volume declines expected, due to waning demand for separate audio or cinema products

Minimal innovations expected due to declining interest in the category

Retailers likely to reduce shelf space for increasingly unpopular products

CATEGORY DATA

Table 1 - Sales of Home Audio and Cinema by Category: Volume 2020-2025

Table 2 - Sales of Home Audio and Cinema by Category: Value 2020-2025

Table 3 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025

Table 4 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025

Table 6 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025

Table 7 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025

Table 8 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030

Table 9 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030

Table 10 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

Consumer Electronics in Turkey - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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