

# Large Cooking Appliances in Turkey

December 2024

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## Large Cooking Appliances in Turkey - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

A subdued housing market and pandemic-related spikes dampen demand at the end of the review period Modern designs add dynamism to large cooking appliances

E-commerce continues to benefit from investments

### PROSPECTS AND OPPORTUNITIES

Modern kitchen trend and a rising number of households to drive growth in large cooking appliances Increasing demand for built-in models driven by the desire for modern kitchens

Promotions to drive interest and bundle purchases

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