

# Home and Garden in Turkey

June 2025

**Table of Contents** 

### Home and Garden in Turkey

# **EXECUTIVE SUMMARY**

Home and garden in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for home and garden?

### MARKET DATA

- Table 1 Sales of Home and Garden by Category: Value 2019-2024
- Table 2 Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 4 LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 6 Distribution of Home and Garden by Format: % Value 2019-2024
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2024
- Table 8 Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

## DISCLAIMER

#### **SOURCES**

Summary 1 - Research Sources

## Home Improvement in Turkey

#### **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Rising cost of tradespeople and growing DIY trend drive growth in 2024

Kaleseramik leads with its commitment to environmentally friendly products

In-store shopping remains dominant as discounters grow amidst economic challenges

# PROSPECTS AND OPPORTUNITIES

Sluggish sales due to price sensitivity and a decline in homeownership

Rising DIY trend, driven by a desire to personalise living spaces and save on professional labour costs

Floor covering growth to be muted by economic stagnation and changing habits

#### CATEGORY DATA

- Table 10 Sales of Home Improvement by Category: Value 2019-2024
- Table 11 Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 13 LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 14 Distribution of Home Improvement by Format: % Value 2019-2024
- Table 15 Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

# Gardening in Turkey

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

High inflation and urbanisation drive value growth in gardening in 2024

Turkish gardening leaders innovate with gardening tools and robotic lawnmowers

Specialist stores lead gardening retail as grocery retailers make dynamic inroads

## PROSPECTS AND OPPORTUNITIES

Economic headwinds and urbanisation may hinder future growth

Climate change boosts demand for resilient plants and local seeds

Smart technology and sustainability set to fuel growth of gardening equipment

#### **CATEGORY DATA**

- Table 17 Sales of Gardening by Category: Value 2019-2024
- Table 18 Sales of Gardening by Category: % Value Growth 2019-2024
- Table 19 NBO Company Shares of Gardening: % Value 2020-2024
- Table 20 LBN Brand Shares of Gardening: % Value 2021-2024
- Table 21 Distribution of Gardening by Format: % Value 2019-2024
- Table 22 Forecast Sales of Gardening by Category: Value 2024-2029
- Table 23 Forecast Sales of Gardening by Category: % Value Growth 2024-2029

# Homewares in Turkey

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rising costs and falling marriage rates slow homewares' growth in 2024

Pasabahçe retains its lead, leveraging its strong brand equity and wide product portfolio

Physical stores lead due to the importance of the tactile and visual shopping experience

## PROSPECTS AND OPPORTUNITIES

Slower growth following pandemic-driven surge

Dynamic dining, driven by rising demand for visually appealing and stylish products

Urbanisation and sustainability trends to drive demand for compact and multifunctional kitchenware

# **CATEGORY DATA**

- Table 24 Sales of Homewares by Category: Value 2019-2024
- Table 25 Sales of Homewares by Category: % Value Growth 2019-2024
- Table 26 Sales of Homewares by Material: % Value 2019-2024
- Table 27 NBO Company Shares of Homewares: % Value 2020-2024
- Table 28 LBN Brand Shares of Homewares: % Value 2021-2024
- Table 29 Distribution of Homewares by Format: % Value 2019-2024
- Table 30 Forecast Sales of Homewares by Category: Value 2024-2029
- Table 31 Forecast Sales of Homewares by Category: % Value Growth 2024-2029

# Home Furnishings in Turkey

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Low consumer confidence and high inflation continue to impact volume sales of home furnishings

lkea attracts consumers with affordable pricing and functional, modern designs

E-commerce growth driven by trust and convenience

## PROSPECTS AND OPPORTUNITIES

Demographic and societal shifts set to dampen growth of home furnishings

Lighting growth driven by consumer concern for energy efficiency, interior aesthetics, and smart solutions

Affordability to drive sales of home textiles over the forecast period

# **CATEGORY DATA**

- Table 32 Sales of Home Furnishings by Category: Value 2019-2024
- Table 33 Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 34 NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 35 LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 36 LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 37 Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-and-garden-in-turkey/report.