



**Euromonitor
International**

Homewares in Turkey

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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

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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

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DISCLAIMER

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