



**Euromonitor  
International**

# Consumer Appliances in Turkey

December 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer appliances?

MARKET INDICATORS

Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025  
Table 2 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 - Sales of Consumer Appliances by Category: Volume 2019-2024  
Table 4 - Sales of Consumer Appliances by Category: Value 2019-2024  
Table 5 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024  
Table 6 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024  
Table 7 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024  
Table 8 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024  
Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024  
Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024  
Table 11 - Sales of Small Appliances by Category: Volume 2019-2024  
Table 12 - Sales of Small Appliances by Category: Value 2019-2024  
Table 13 - Sales of Small Appliances by Category: % Volume Growth 2019-2024  
Table 14 - Sales of Small Appliances by Category: % Value Growth 2019-2024  
Table 15 - NBO Company Shares of Major Appliances: % Volume 2020-2024  
Table 16 - LBN Brand Shares of Major Appliances: % Volume 2021-2024  
Table 17 - NBO Company Shares of Small Appliances: % Volume2020-2024  
Table 18 - LBN Brand Shares of Small Appliances: % Volume2021-2024  
Table 19 - Distribution of Major Appliances by Format: % Volume 2019-2024  
Table 20 - Distribution of Small Appliances by Format: % Volume 2019-2024  
Table 21 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029  
Table 22 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029  
Table 23 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029  
Table 24 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029  
Table 25 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029  
Table 26 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029  
Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029  
Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029  
Table 29 - Forecast Sales of Small Appliances by Category: Volume 2024-2029  
Table 30 - Forecast Sales of Small Appliances by Category: Value 2024-2029  
Table 31 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029  
Table 32 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Energy-efficiency concerns drive purchases of dishwashers  
New dishwashers feature advanced technology and energy-savings  
Companies offer special promotions to attract customers

PROSPECTS AND OPPORTUNITIES

Rising number of households to stimulate purchases of dishwashers  
Wider selections and promotions to push e-commerce's retail volume share  
The competitive arena is set to be driven by pricing and innovation

CATEGORY DATA

- Table 33 - Sales of Dishwashers by Category: Volume 2019-2024
- Table 34 - Sales of Dishwashers by Category: Value 2019-2024
- Table 35 - Sales of Dishwashers by Category: % Volume Growth 2019-2024
- Table 36 - Sales of Dishwashers by Category: % Value Growth 2019-2024
- Table 37 - Sales of Dishwashers by Format: % Volume 2019-2024
- Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2020-2024
- Table 39 - NBO Company Shares of Dishwashers: % Volume 2020-2024
- Table 40 - LBN Brand Shares of Dishwashers: % Volume 2021-2024
- Table 41 - Distribution of Dishwashers by Format: % Volume 2019-2024
- Table 42 - Production of Dishwashers: Total Volume 2019-2024
- Table 43 - Forecast Sales of Dishwashers by Category: Volume 2024-2029
- Table 44 - Forecast Sales of Dishwashers by Category: Value 2024-2029
- Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029
- Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

Home Laundry Appliances in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price rises and a high penetration rate limit the growth potential for automatic washing machines  
Urbanisation and technology advancements push exponential growth in the demand for automatic dryers  
Smart and eco-friendly appliances gain momentum in 2024

PROSPECTS AND OPPORTUNITIES

Rise in house sales to stimulate consumer demand  
Larger capacity and high-tech models are expected to drive growth  
E-commerce to expand retail volume share with wider product ranges and online promotions

CATEGORY DATA

- Table 47 - Sales of Home Laundry Appliances by Category: Volume 2019-2024
- Table 48 - Sales of Home Laundry Appliances by Category: Value 2019-2024
- Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
- Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
- Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
- Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2019-2024
- Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
- Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
- Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
- Table 56 - LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
- Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
- Table 58 - Production of Home Laundry Appliances: Total Volume 2019-2024

Table 59 - Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029  
Table 60 - Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029  
Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029  
Table 62 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

## Large Cooking Appliances in Turkey

### 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

### CATEGORY DATA

Table 63 - Sales of Large Cooking Appliances by Category: Volume 2019-2024  
Table 64 - Sales of Large Cooking Appliances by Category: Value 2019-2024  
Table 65 - Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024  
Table 66 - Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024  
Table 67 - Sales of Built-in Hobs by Format: % Volume 2019-2024  
Table 68 - Sales of Ovens by Smart Appliances: % Volume 2020-2024  
Table 69 - NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024  
Table 70 - LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024  
Table 71 - NBO Company Shares of Built-in Hobs: % Volume 2020-2024  
Table 72 - NBO Company Shares of Ovens: % Volume 2020-2024  
Table 73 - NBO Company Shares of Cooker Hoods: % Volume 2020-2024  
Table 74 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024  
Table 75 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024  
Table 76 - NBO Company Shares of Cookers: % Volume 2020-2024  
Table 77 - NBO Company Shares of Range Cookers: % Volume 2020-2024  
Table 78 - Distribution of Large Cooking Appliances by Format: % Volume 2019-2024  
Table 79 - Production of Large Cooking Appliances: Total Volume 2019-2024  
Table 80 - Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029  
Table 81 - Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029  
Table 82 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029  
Table 83 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

## Microwaves in Turkey

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Economic and cultural factors undermine the appeal of microwaves  
Rising prices of microwaves subdue demand  
Competition centres on pricing strategies

#### PROSPECTS AND OPPORTUNITIES

Modern households and lifestyles to spur interest in built-in microwaves  
Energy-efficiency to drive consumer choices as electricity prices rise

E-commerce is set to increase its challenge to store-based retailing

## CATEGORY DATA

- Table 84 - Sales of Microwaves by Category: Volume 2019-2024
- Table 85 - Sales of Microwaves by Category: Value 2019-2024
- Table 86 - Sales of Microwaves by Category: % Volume Growth 2019-2024
- Table 87 - Sales of Microwaves by Category: % Value Growth 2019-2024
- Table 88 - Sales of Microwaves by Smart Appliances: % Volume 2020-2024
- Table 89 - NBO Company Shares of Microwaves: % Volume 2020-2024
- Table 90 - LBN Brand Shares of Microwaves: % Volume 2021-2024
- Table 91 - Distribution of Microwaves by Format: % Volume 2019-2024
- Table 92 - Production of Microwaves: Total Volume 2019-2024
- Table 93 - Forecast Sales of Microwaves by Category: Volume 2024-2029
- Table 94 - Forecast Sales of Microwaves by Category: Value 2024-2029
- Table 95 - Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029
- Table 96 - Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

## Refrigeration Appliances in Turkey

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Freezers push strong retail volume growth amid declining new house sales
- Consumer demand shifts towards larger, advanced fridge freezers
- Companies offer promotions to retain and win new customers

### PROSPECTS AND OPPORTUNITIES

- Refrigeration appliances to benefit from more favourable economic and housing market conditions
- High utility bills to push a demand for energy-efficient products
- Electric wine coolers/chillers remain luxury items for Turkish consumers

## CATEGORY DATA

- Table 97 - Sales of Refrigeration Appliances by Category: Volume 2019-2024
- Table 98 - Sales of Refrigeration Appliances by Category: Value 2019-2024
- Table 99 - Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024
- Table 100 - Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024
- Table 101 - Sales of Freezers by Format: % Volume 2019-2024
- Table 102 - Sales of Freezers by Volume Capacity: % Volume 2019-2024
- Table 103 - Sales of Fridge Freezers by Format: % Volume 2019-2024
- Table 104 - Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024
- Table 105 - Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024
- Table 106 - Sales of Fridges by Volume Capacity: % Volume 2019-2024
- Table 107 - NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024
- Table 108 - LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024
- Table 109 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024
- Table 110 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024
- Table 111 - NBO Company Shares of Built-in Fridges: % Volume 2020-2024
- Table 112 - NBO Company Shares of Freestanding Fridges: % Volume 2020-2024
- Table 113 - Distribution of Refrigeration Appliances by Format: % Volume 2019-2024
- Table 114 - Production of Refrigeration Appliances: Total Volume 2019-2024
- Table 115 - Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029
- Table 116 - Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029
- Table 117 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029
- Table 118 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

## Air Treatment Products in Turkey

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Split air conditioners enjoy a surge in demand

Consumers sensitive to respiratory issues and allergies boost the demand air purifiers

Beko's strategic focus on innovation and sustainability and mid-priced positioning win over consumers

### PROSPECTS AND OPPORTUNITIES

Global warming effects and innovation to spur purchases

AI technologies to shape air conditioners

Shift in consumer preferences towards higher capacity and energy-efficient air conditioners

### CATEGORY DATA

Table 119 - Sales of Air Treatment Products by Category: Volume 2019-2024

Table 120 - Sales of Air Treatment Products by Category: Value 2019-2024

Table 121 - Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 122 - Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 123 - Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 124 - NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 125 - LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 126 - Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 127 - Production of Air Conditioners: Total Volume 2019-2024

Table 128 - Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 129 - Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 130 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 131 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

## Food Preparation Appliances in Turkey

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Home-cooking trend stimulates retail volume sales of food preparation appliances

Higher retail selling prices cost-effective models or perceived essential equipment

Local players lead through strong price-quality ratios

### PROSPECTS AND OPPORTUNITIES

Versatility to continue to push demand

Increasing number of households to boost retail volume sales

Wide assortments and special online prices to push consumers towards e-commerce

### CATEGORY DATA

Table 132 - Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 133 - Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 134 - Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 135 - Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 136 - NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 137 - LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 138 - Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 139 - Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 140 - Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 141 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 142 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

Personal Care Appliances in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hikes in average retail current unit prices driven by hyperinflation and currency devaluation
- Hair care appliances shape retail volume growth in personal care appliances
- E-commerce strengthens its position with special promotions and stronger selections

PROSPECTS AND OPPORTUNITIES

- Personal care appliances to thrive on younger demographics and urbanisation
- Hair styling appliances to remain popular at-home devices
- Pricing and technology are set to shape competition

CATEGORY DATA

- Table 143 - Sales of Personal Care Appliances by Category: Volume 2019-2024
- Table 144 - Sales of Personal Care Appliances by Category: Value 2019-2024
- Table 145 - Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024
- Table 146 - Sales of Personal Care Appliances by Category: % Value Growth 2019-2024
- Table 147 - Sales of Body Shavers by Format: % Volume 2019-2024
- Table 148 - Sales of Hair Care Appliances by Format: % Volume 2019-2024
- Table 149 - NBO Company Shares of Personal Care Appliances 2020-2024
- Table 150 - LBN Brand Shares of Personal Care Appliances 2021-2024
- Table 151 - Distribution of Personal Care Appliances by Format: % Volume 2019-2024
- Table 152 - Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029
- Table 153 - Forecast Sales of Personal Care Appliances by Category: Value 2024-2029
- Table 154 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029
- Table 155 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

Small Cooking Appliances in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fast acceptance of air fryers driven by interest in innovative, healthier and energy-efficient appliances
- Desire for café-quality brews at home spur fast growth in coffee machines
- Surges in average retail current unit prices amidst strong economic pressures

PROSPECTS AND OPPORTUNITIES

- Health, convenience and innovation to spur retail volume growth in small cooking appliances
- Modern living to stimulate fast uptake of coffee machines
- Local brands to continue to compete strongly with international rivals in small cooking appliances

CATEGORY DATA

- Table 156 - Sales of Small Cooking Appliances by Category: Volume 2019-2024
- Table 157 - Sales of Small Cooking Appliances by Category: Value 2019-2024
- Table 158 - Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024
- Table 159 - Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024
- Table 160 - Sales of Freestanding Hobs by Format: % Volume 2019-2024
- Table 161 - NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024
- Table 162 - LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 163 - Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 164 - Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 165 - Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Table 166 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 167 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

Vacuum Cleaners in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stick vacuum cleaners leverage convenience and energy-efficiency advantages to post the fastest retail volume growth

Local players gain through technological advances and affordable prices

E-commerce continues to rise as a key channel

PROSPECTS AND OPPORTUNITIES

Technological advancements, hygiene and practicality to drive purchases

Stick format to gain momentum through advanced energy ratings and convenience

Decline in dust bag models and rise in wet and dry vacuum cleaners

CATEGORY DATA

Table 168 - Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 169 - Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 170 - Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 171 - Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 172 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 173 - NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 174 - LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 175 - Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 176 - Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 177 - Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 178 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 179 - Forecast Sales of Vacuum Cleaners 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/consumer-appliances-in-turkey/report](http://www.euromonitor.com/consumer-appliances-in-turkey/report).