



# Consumer Electronics in Turkey

August 2025

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## Computers and Peripherals in Turkey

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Volume sales of computers and peripherals rebound back into a positive performance

Lenovo maintains leading place in computers and peripherals, while Asus benefits from its popularity in gaming

Appliances and electronics retailers maintains its leading distribution position, albeit with retail e-commerce hot on its heels

### PROSPECTS AND OPPORTUNITIES

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 Retail e-commerce benefits from wide range of products and price comparisons, as physical stores reduce their inventory

### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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Appliances and electronics specialists maintain lead, although e-commerce is increasingly competitive

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 Appliances and electronics specialists maintain lead, although e-commerce is increasingly competitive

### PROSPECTS AND OPPORTUNITIES

Overall volume sales to remain positive, driven by the ongoing success of wireless speakers  
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