



Passport

Homewares in Turkey

Euromonitor International

June 2022

This sample report is for illustration
purposes only.

Some content and data have been
changed.

To purchase a full version, please visit

www.euromonitor.com

LIST OF CONTENTS AND TABLES

Homewares in Turkey - Category Analysis.....	1
KEY DATA FINDINGS.....	1
2021 DEVELOPMENTS.....	1
Decline in the purchasing power of consumers for homeware	1
Cookware boosted by new nesting trends	1
The share of small brands went up.....	1
PROSPECTS AND OPPORTUNITIES.....	2
Homeware set for strengthening constant growth	2
The decline in customs duty for stainless steel is to affect the unit prices	2
Premium, sophisticated lines of products set to see interest	2
CATEGORY DATA.....	2
Table 1 Sales of Homewares by Category: Value 2016-2021.....	2
Table 2 Sales of Homewares by Category: % Value Growth 2016-2021	3
Table 3 Sales of Homewares by Material: % Value 2016-2021	3
Table 4 NBO Company Shares of Homewares: % Value 2017-2021	3
Table 5 LBN Brand Shares of Homewares: % Value 2018-2021	4
Table 6 Distribution of Homewares by Format: % Value 2016-2021	5
Table 7 Forecast Sales of Homewares by Category: Value 2021-2026.....	6
Table 8 Forecast Sales of Homewares by Category: % Value Growth 2021- 2026	6
Home and Garden in Turkey - Industry Overview	7
EXECUTIVE SUMMARY	7
Home and garden in Turkey registered positive value growth in 2021	7
Increased unit prices was A major driver of market value growth	7
The market for home and garden was very fragmented	7
E-commerce continues to gain	8
What next for home and garden?	8
MARKET DATA.....	8
Table 9 Sales of Home and Garden by Category: Value 2016-2021	8
Table 10 Sales of Home and Garden by Category: % Value Growth 2016-2021.....	8
Table 11 NBO Company Shares of Home and Garden: % Value 2017-2021	9
Table 12 LBN Brand Shares of Home and Garden: % Value 2018-2021.....	10
Table 13 Penetration of Private Label in Home and Garden by Category: % Value 2016-2021	11
Table 14 Distribution of Home and Garden by Format: % Value 2016-2021	11
Table 15 Distribution of Home and Garden by Format and Category: % Value 2021	12
Table 16 Forecast Sales of Home and Garden by Category: Value 2021-2026.....	12
Table 17 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026	13
DISCLAIMER	13
SOURCES.....	13
Summary 1 Research Sources.....	13

HOMEWARES IN TURKEY - CATEGORY ANALYSIS

KEY DATA FINDINGS

Content removed from sample

2021 DEVELOPMENTS

Decline in the purchasing power of consumers for homeware

Content removed from sample

Cookware boosted by new nesting trends

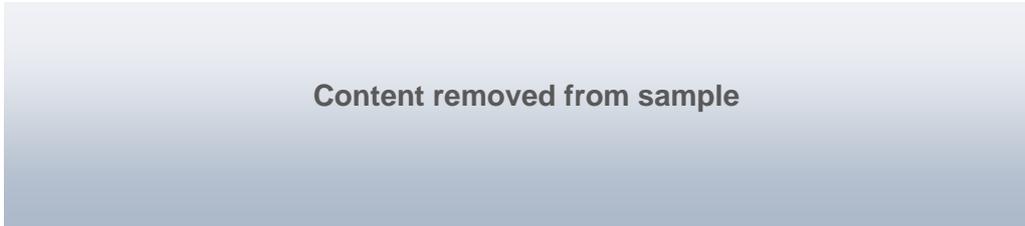
Content removed from sample

The share of small brands went up

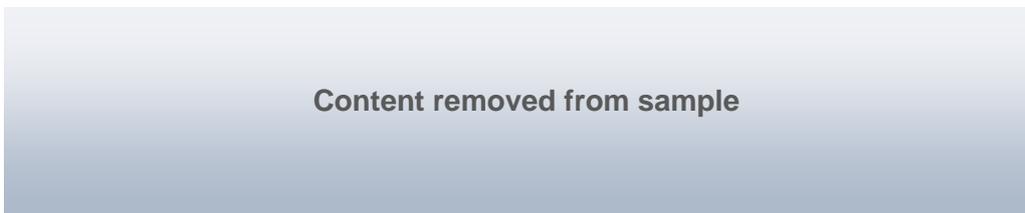
Content removed from sample

PROSPECTS AND OPPORTUNITIES

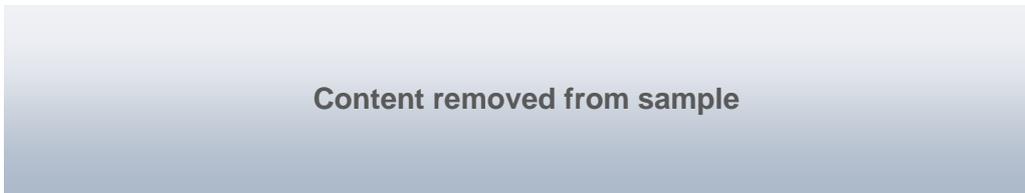
Homeware set for strengthening constant growth



The decline in customs duty for stainless steel is to affect the unit prices



Premium, sophisticated lines of products set to see interest



CATEGORY DATA

Table 1 Sales of Homewares by Category: Value 2016-2021

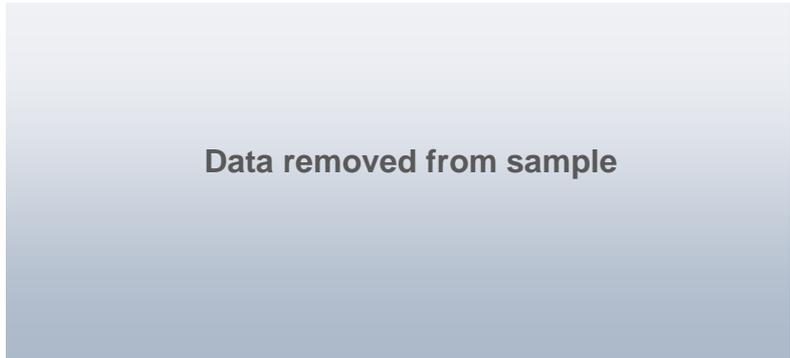
TRY million	2016	2017	2018	2019	2020	2021
- Dining	Data removed from sample					
-- Beverageware						
-- Cutlery						
-- Dinnerware						
- Kitchen						
-- Cookware						
--- Ovenware						
--- Stove Top Cookware						
-- Kitchenware						
--- Food Storage						
--- Kitchen Utensils						
Homewares						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Homewares by Category: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
- Dining			
-- Beverageware			
-- Cutlery			
-- Dinnerware			
- Kitchen			
-- Cookware			
--- Ovenware			
--- Stove Top Cookware			
-- Kitchenware			
--- Food Storage			
--- Kitchen Utensils			
Homewares			

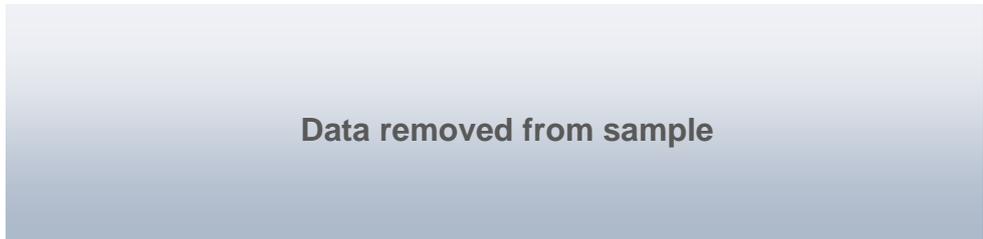


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Homewares by Material: % Value 2016-2021

% retail value rsp

	2016	2017	2018	2019	2020	2021
Ceramic						
Glass						
Metal						
Plastic						
Silicone						
Wooden						
Others						
Total						

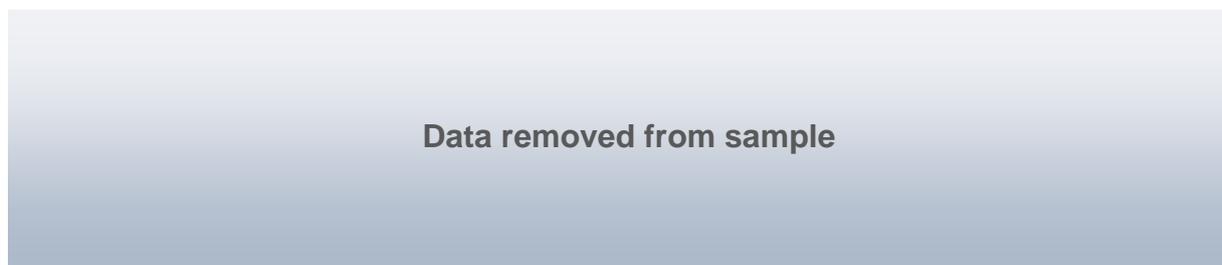


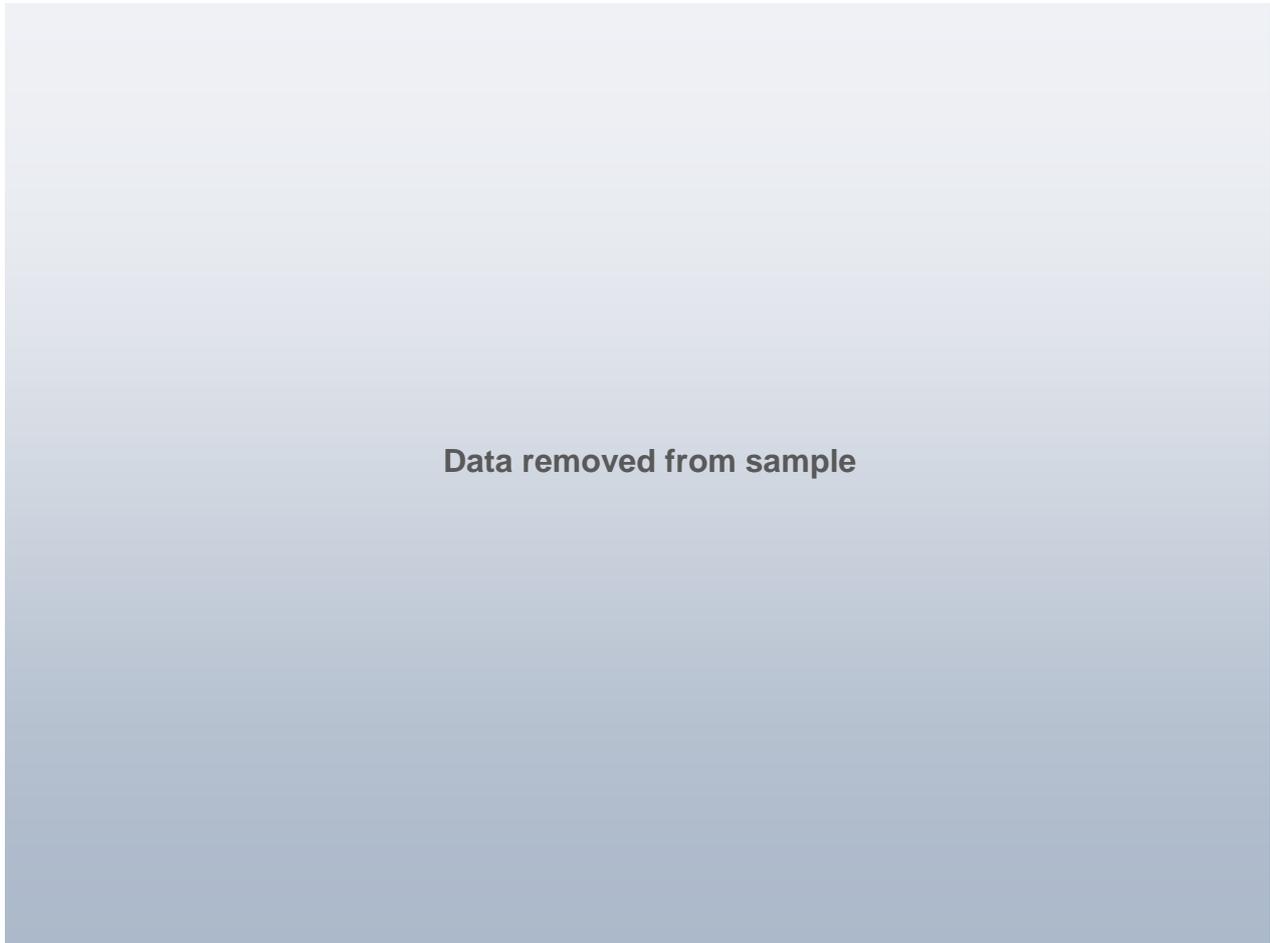
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 NBO Company Shares of Homewares: % Value 2017-2021

% retail value rsp

Company	2017	2018	2019	2020	2021



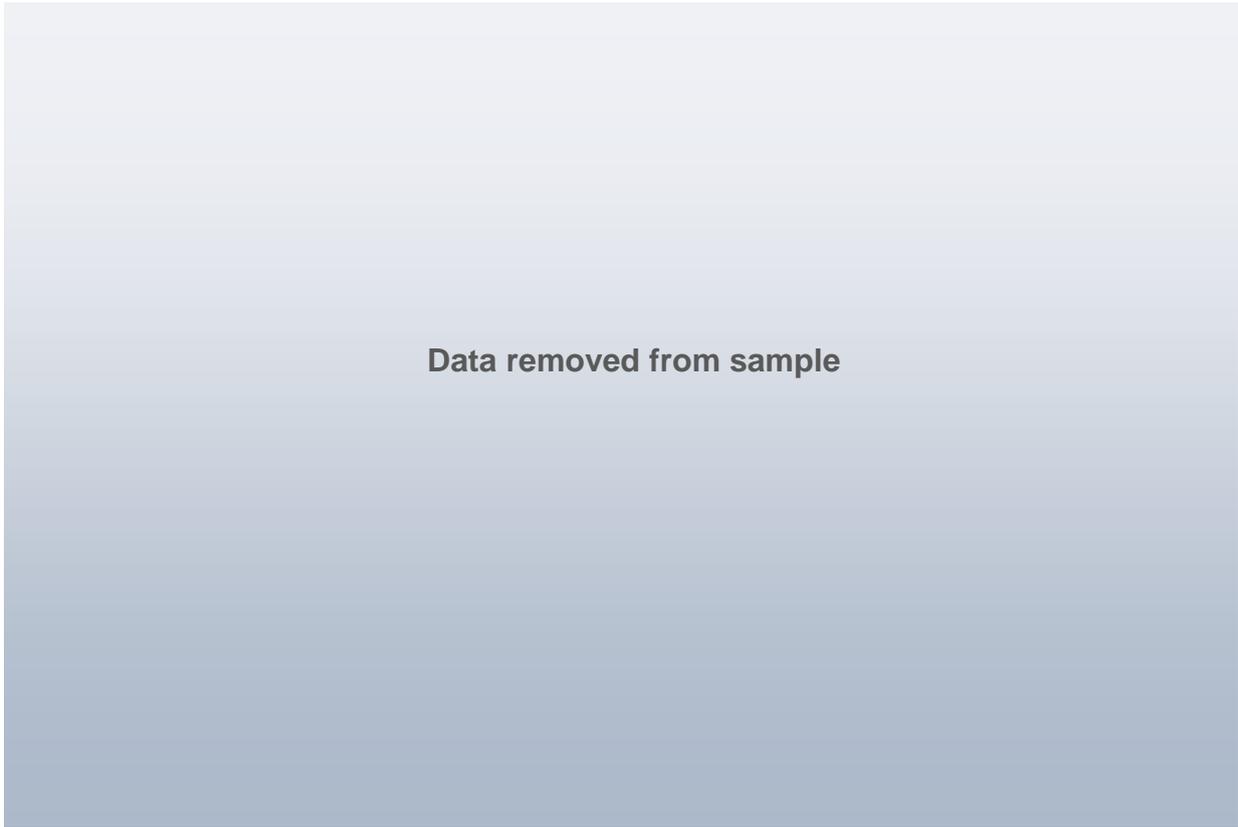


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 LBN Brand Shares of Homewares: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------





Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Distribution of Homewares by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						
--- Home Improvement and Gardening Stores						
--- Homewares and Home Furnishing Stores						
-- Other Non-Grocery						

- Specialists
- Non-Store Retailing
- Homeshopping
- E-Commerce
- Direct Selling
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Forecast Sales of Homewares by Category: Value 2021-2026

TRY million

	2021	2022	2023	2024	2025	2026
- Dining	Data removed from sample					
-- Beverageware						
-- Cutlery						
-- Dinnerware						
- Kitchen						
-- Cookware						
--- Ovenware						
--- Stove Top Cookware						
-- Kitchenware						
--- Food Storage						
--- Kitchen Utensils						
Homewares						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 8 Forecast Sales of Homewares by Category: % Value Growth 2021-2026

% constant value growth

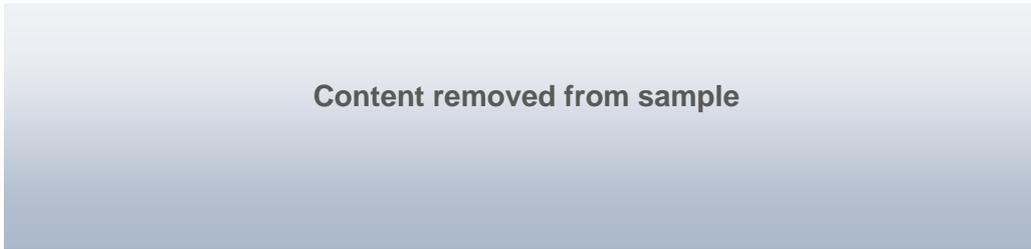
	2021/2022	2021-26 CAGR	2021/26 Total
- Dining	Data removed from sample		
-- Beverageware			
-- Cutlery			
-- Dinnerware			
- Kitchen			
-- Cookware			
--- Ovenware			
--- Stove Top Cookware			
-- Kitchenware			
--- Food Storage			
--- Kitchen Utensils			
Homewares			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

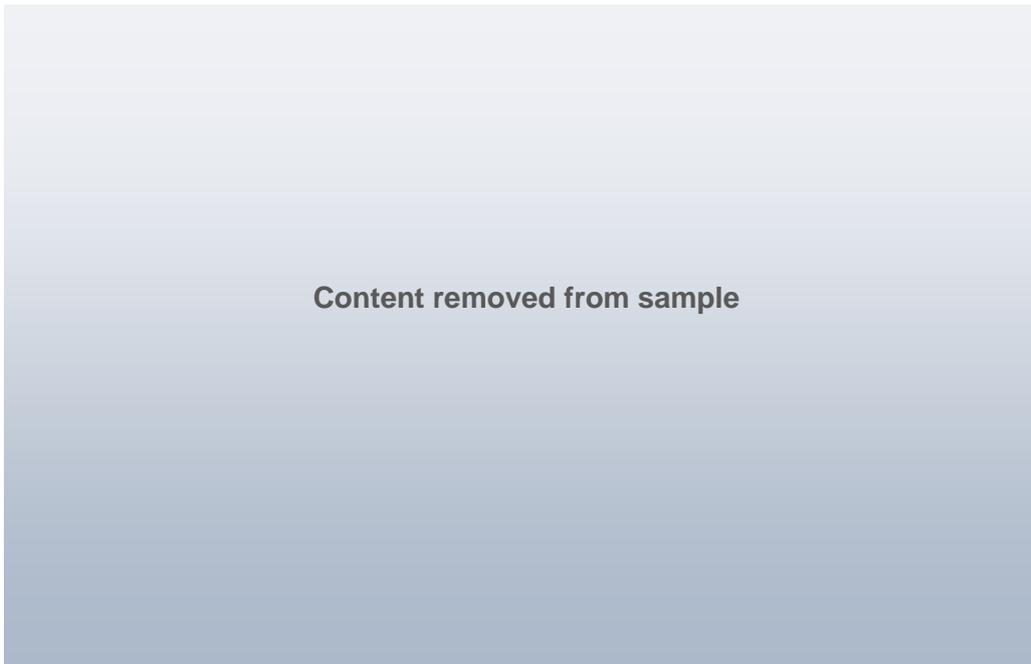
HOME AND GARDEN IN TURKEY - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

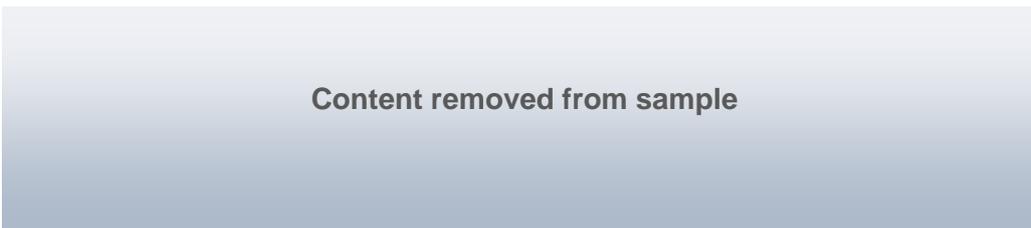
Home and garden in Turkey registered positive value growth in 2021



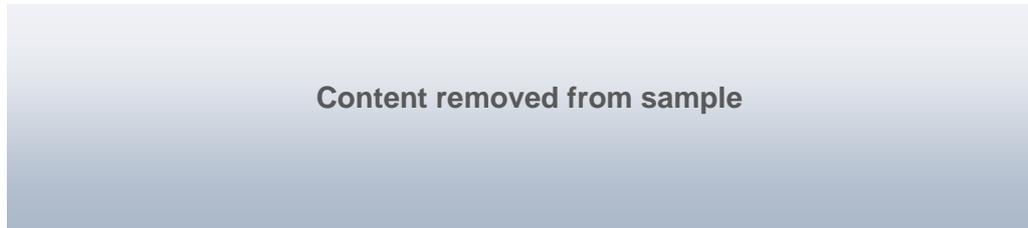
Increased unit prices was A major driver of market value growth



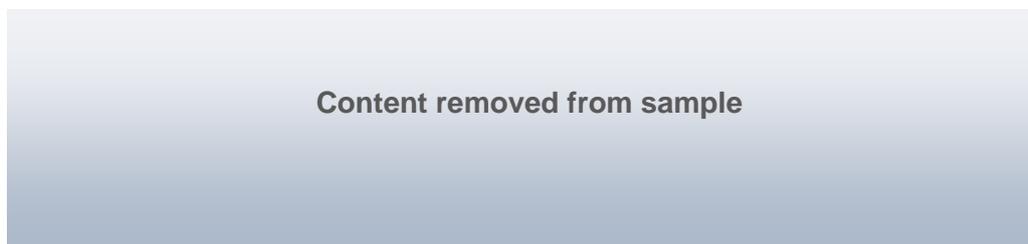
The market for home and garden was very fragmented



E-commerce continues to gain



What next for home and garden?



MARKET DATA

Table 9 Sales of Home and Garden by Category: Value 2016-2021

TRY million	2016	2017	2018	2019	2020	2021
Home Improvement and Gardening	Data removed from sample					
Home Improvement						
Gardening						
Homewares and Home Furnishings						
Homewares						
Home Furnishings						
Home and Garden	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Sales of Home and Garden by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Home Improvement and Gardening	Data removed from sample		
Home Improvement			
Gardening			
Homewares and Home Furnishings			

Data removed from sample

Homewares
Home Furnishings
Home and Garden

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 NBO Company Shares of Home and Garden: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
-------------------------------	------	------	------	------	------

Data removed from sample



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 LBN Brand Shares of Home and Garden: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------

<p>Data removed from sample</p>					
--	--	--	--	--	--

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Penetration of Private Label in Home and Garden by Category: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Gardening	Data removed from sample					
Home and Garden						
Home Furnishings						
Home Improvement						
Home Improvement and Gardening						
Homewares and Home Furnishings						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Distribution of Home and Garden by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						
--- Home Improvement and Gardening Stores						
--- Homewares and Home Furnishing Stores						
-- Other Non-Grocery Specialists						
Non-Store Retailing						

- Homeshopping
- E-Commerce
- Direct Selling
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Distribution of Home and Garden by Format and Category: % Value 2021

% retail value rsp

	Home Improvement and Gardening	Home Improvement	Gardening	Homewares and Home Furnishings	Homewares	Home Furnishings
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						
--- Home Improvement and Gardening Stores						
--- Homewares and Home Furnishing Stores						
-- Other Non-Grocery Specialists						
Non-Store Retailing						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: HIG = home improvement and gardening; HI = home improvement; GD = gardening; HHF = homewares and home furnishings; HW = homewares; HF = home furnishings

Table 16 Forecast Sales of Home and Garden by Category: Value 2021-2026

TRY million

	2021	2022	2023	2024	2025	2026
Home Improvement and Gardening	Data removed from sample					
Home Improvement						
Gardening						
Homewares and Home						

Furnishings
Homewares
Home Furnishings
Home and Garden

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 17 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Home Improvement and Gardening	Data removed from sample		
Home Improvement			
Gardening			
Homewares and Home Furnishings			
Homewares			
Home Furnishings			
Home and Garden			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Content removed from sample

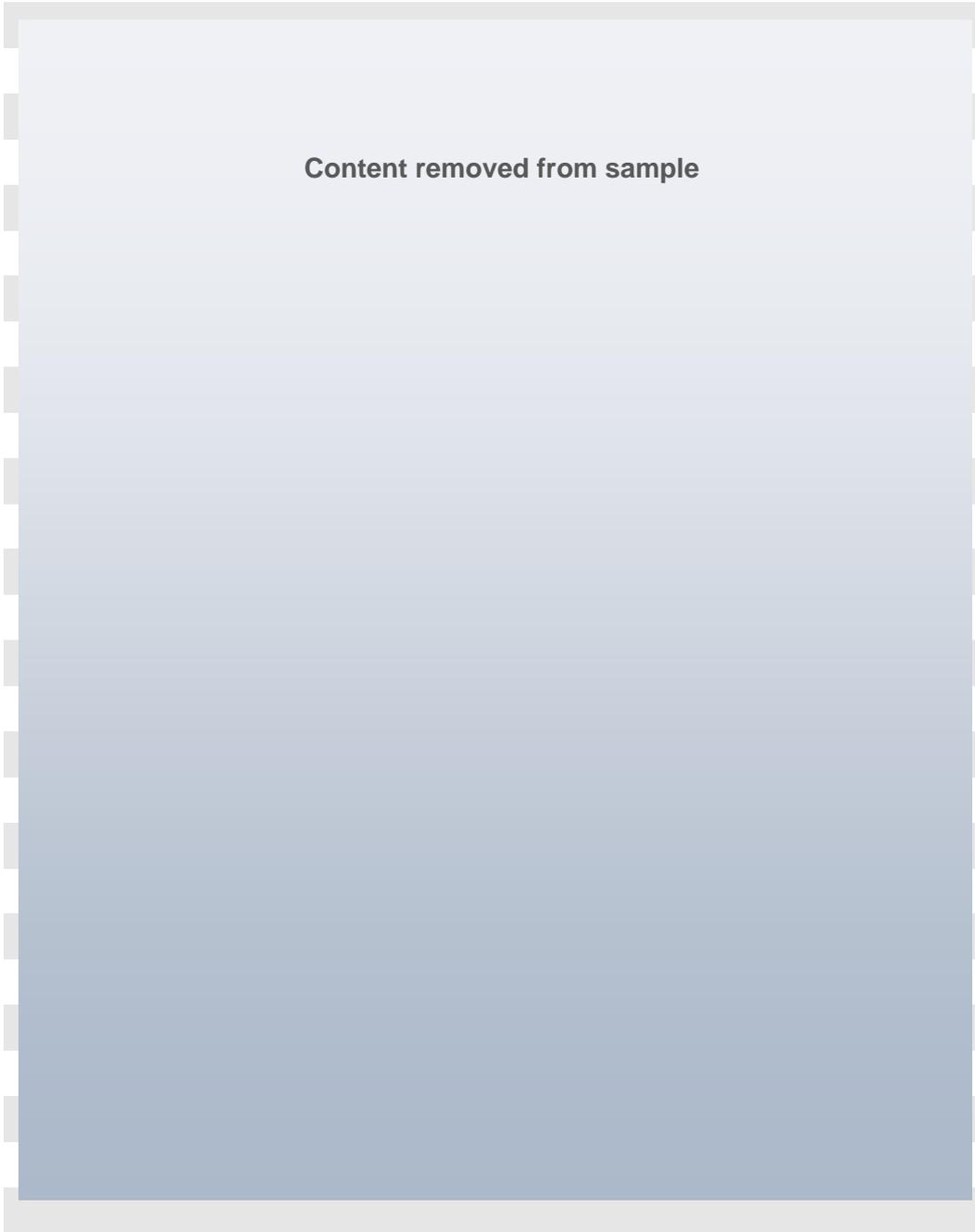
SOURCES

Sources used during the research included the following:

Summary 1 Research Sources

Content removed from sample

Content removed from sample



Source: Euromonitor International