

# Home Video in Turkey

July 2024

**Table of Contents** 

## Home Video in Turkey - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

TV sales experience stagnation in 2024

Value sales of TVs see significant growth due to high unit price increases

Shift in consumer demand for premium and economy TV brands

## PROSPECTS AND OPPORTUNITIES

Success of OLED TVs expected to drive growth

Television manufacturers to heavily invest in Al integration

Rising demand for superior quality and cinematic experience

#### **CATEGORY DATA**

- Table 1 Sales of Home Video by Category: Volume 2019-2024
- Table 2 Sales of Home Video by Category: Value 2019-2024
- Table 3 Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 4 Sales of Home Video by Category: % Value Growth 2019-2024
- Table 5 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 6 NBO Company Shares of Home Video: % Volume 2020-2024
- Table 7 LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 8 Distribution of Home Video by Channel: % Volume 2019-2024
- Table 9 Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 10 Forecast Sales of Home Video by Category: Value 2024-2029
- Table 11 Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 13 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

## Consumer Electronics in Turkey - Industry Overview

# EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### MARKET DATA

- Table 14 Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 15 Sales of Consumer Electronics by Category: Value 2019-2024
- Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 17 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 20 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 22 Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 23 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 24 Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

# DISCLAIMER

## SOURCES

# 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-video-in-turkey/report.