



Euromonitor
International

Home Audio and Cinema in Turkey

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales remain in a volume slump due to strong competition from integrated systems
LG and Samsung remain in close competition as the leading companies
Appliances and electronics specialists maintain strong relevance, as consumers like to see and test products in real life before purchase

PROSPECTS AND OPPORTUNITIES

Ongoing volume declines expected, due to waning demand for separate audio or cinema products
Minimal innovations expected due to declining interest in the category
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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-audio-and-cinema-in-turkey/report.