



Euromonitor
International

Personal Care Appliances in Turkey

January 2026

Table of Contents

Personal Care Appliances in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Personal care appliances thrives on at-home professionalisation and premiumisation

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Dyson and Braun drive premiumisation with innovative products

Chart 2 - Analyst Insight

IPL devices see dynamic growth amid economic pressures and health and wellness focus

Chart 3 - Braun Expands IPL Range with Focus on Safe and Effective At-Home Use

Direct-to-consumer sales enhance omnichannel experience

Chart 4 - Arzum Balances Retail Reach with Direct Online Sales for Pricing Consistency

WHAT'S NEXT?

Strong outlook as consumers continue to create at-home beauty salons

Dyson and Philips to drive luxury personal care trends

Hair care appliances to maintain dominance

COMPETITIVE LANDSCAPE

Philips and Arzum remain popular brands through innovation and affordability

New entrants and innovation drive competition

CHANNELS

Omnichannel strategies drive sales through multiple channels

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Turkey - Industry Overview

EXECUTIVE SUMMARY

Growth potential and strategic imperatives in Turkish consumer appliances

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Manufacturers balance affordability with innovation-driven offerings

Chart 6 - Arçelik's Multi-Tier Brand Strategies in Local Consumer Appliances

Bosch Serie 8 washing machines exemplify premiumisation

Chart 7 - Bosch Serie 8 Washing Machines Standout Examples of Premiumisation

Brands look to assert greater control through direct-to-consumer strategies

Chart 8 - Arçelik Expands Control via DTC Channel

WHAT'S NEXT?

Consumer appliances to continue growing, driven by urbanisation and income

Chart 9 - Analyst Insight

Refrigeration appliances to remain largest category in major segment, while air conditioners will be dynamic performer

Sustainability and energy efficiency will remain important for consumers and brands

Chart 10 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through dual strategies

New entrants and strategic partnerships reshape market dynamics

CHANNELS

Specialists lead distribution, but e-commerce mains further gains

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Turkey 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Turkey 2025

Chart 14 - Consumer Landscape in Turkey 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research 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/personal-care-appliances-in-turkey/report.