



Euromonitor
International

Consumer Electronics in Turkey

August 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 2 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Computers and peripherals will maintain flat-positive volume sales as inflationary pressures ease and value stabilises

Ongoing digital and technological advancements expected

Innovation will focus on key areas of development

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2020-2025

Table 13 - Sales of Computers and Peripherals by Category: Value 2020-2025

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025

Table 16 - Sales of Computers by Category: Business Volume 2020-2025

Table 17 - Sales of Computers by Category: Business Value MSP 2020-2025

Table 18 - Sales of Computers by Category: Business Volume Growth 2020-2025

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2020-2025

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2025-2030
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

[In-Car Entertainment in Turkey](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales of in-car entertainment remain in a decline due to ongoing cannibalisation from smartphones
 Digicom maintains leading place, with a more modest decline in volume sales due to strong brand image and product visibility
 Retail e-commerce benefits from wide range of products and price comparisons, as physical stores reduce their inventory

PROSPECTS AND OPPORTUNITIES

An ongoing negative slump expected for in-car entertainment, due to continuous cannibalisation from smartphones
 No major innovations expected in a category which is falling out of favour
 Anticipated decline in average unit prices

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2020-2025
 Table 32 - Sales of In-Car Entertainment by Category: Value 2020-2025
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

[Home Audio and Cinema in Turkey](#)

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
 Retailers likely to reduce shelf space for increasingly unpopular products

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2020-2025
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2020-2025
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025
Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025
Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025
Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030
Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030
Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030
Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

Home Video in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

OLED TVs fare well in an overall declining category
Beko maintains overall company lead, while LG holds the significant share in OLED TVs
Appliances and electronics specialists maintain strongest sales

PROSPECTS AND OPPORTUNITIES

Increasing volume sales will be driven by consumer demand for OLED TVs
Ongoing innovations in TVs expected
AI will play an increasing role in innovation strategies

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2020-2025
Table 54 - Sales of Home Video by Category: Value 2020-2025
Table 55 - Sales of Home Video by Category: % Volume Growth 2020-2025
Table 56 - Sales of Home Video by Category: % Value Growth 2020-2025
Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025
Table 58 - NBO Company Shares of Home Video: % Volume 2021-2025
Table 59 - LBN Brand Shares of Home Video: % Volume 2022-2025
Table 60 - Distribution of Home Video by Channel: % Volume 2020-2025
Table 61 - Forecast Sales of Home Video by Category: Volume 2025-2030
Table 62 - Forecast Sales of Home Video by Category: Value 2025-2030
Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030
Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030
Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

Wireless Headphones in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless headphones is the winning category in wireless headphones
Some polarisation seen between iconic AirPods and more affordable brands
Retail e-commerce maintains its leading distribution place

PROSPECTS AND OPPORTUNITIES

Ongoing growth driven by demand and innovation
Advancements in technology will be key in driving growth
Innovations in Turkey set to follow global trends

CATEGORY DATA

Table 66 - Sales of Wireless Headphones by Category: Volume 2020-2025
Table 67 - Sales of Wireless Headphones by Category: Value 2020-2025

Table 68 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
 Table 69 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025
 Table 70 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025
 Table 71 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
 Table 72 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025
 Table 73 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
 Table 74 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030
 Table 75 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
 Table 76 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Imaging Devices in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Imaging devices remain in a negative slump due to ongoing cannibalisation from smartphones
 Canon and Sony maintain their leading places in cameras and camcorders
 Appliances and electronics specialists maintain lead over retail e-commerce

PROSPECTS AND OPPORTUNITIES

Volume sales will remain in a slump due to ongoing competition from smartphones, with camcorders seeing a gradual improvement in sales
 Innovation expected to focus on AI integration, with mirrorless cameras leading the trend
 Developments expected in hybrid cameras and advanced camcorders

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2020-2025
 Table 78 - Sales of Imaging Devices by Category: Value 2020-2025
 Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2020-2025
 Table 80 - Sales of Imaging Devices by Category: % Value Growth 2020-2025
 Table 81 - NBO Company Shares of Imaging Devices: % Volume 2021-2025
 Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2022-2025
 Table 83 - Distribution of Imaging Devices by Channel: % Volume 2020-2025
 Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2025-2030
 Table 85 - Forecast Sales of Imaging Devices by Category: Value 2025-2030
 Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030
 Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

Mobile Phones in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baseline demand for smartphones supports marginal growth in a saturated market
 Apple and Samsung maintain their top places, while small brands see growth
 Appliances and electronics specialists maintain lead, although e-commerce is increasingly competitive

PROSPECTS AND OPPORTUNITIES

Smartphones will continue to achieve marginally-positive volume growth
 Rollout and mainstream adoption of 5G to influence more 5G-enabled smartphones
 AI to play an increasingly role on enhancing functionality of smartphones

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2020-2025
 Table 89 - Sales of Mobile Phones by Category: Value 2020-2025

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
 Table 93 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
 Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
 Table 95 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
 Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
 Table 97 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
 Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
 Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
 Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Portable Players in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Portable players fare well, driven by a rebound in e-readers and the ongoing success of wireless speakers
 Aztek maintains its lead, thanks to strong cross-category performance
 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
 Innovations expected to be focussed on wireless speakers — the most important and interesting category in portable players
 Competitive landscape expected to remain largely the same, albeit with heightened competition between small players in wireless speakers

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2020-2025
 Table 102 - Sales of Portable Players by Category: Value 2020-2025
 Table 103 - Sales of Portable Players by Category: % Volume Growth 2020-2025
 Table 104 - Sales of Portable Players by Category: % Value Growth 2020-2025
 Table 105 - NBO Company Shares of Portable Players: % Volume 2021-2025
 Table 106 - LBN Brand Shares of Portable Players: % Volume 2022-2025
 Table 107 - Distribution of Portable Players by Channel: % Volume 2020-2025
 Table 108 - Forecast Sales of Portable Players by Category: Volume 2025-2030
 Table 109 - Forecast Sales of Portable Players by Category: Value 2025-2030
 Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
 Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Wearable Electronics in Turkey

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wearable electronics enjoys healthy cross-category growth
 Samsung maintains leading place, as small brands and affordable options see growth
 Appliances and electronics specialists maintain lead, although e-commerce is increasingly competitive

PROSPECTS AND OPPORTUNITIES

Wearable electronics will maintain a healthy growth trajectory, supported by strong demand and ongoing innovations
 Innovation will be key future developments
 AI to become increasingly incorporated into smart wearables

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2020-2025

Table 113 - Sales of Wearable Electronics by Category: Value 2020-2025

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2020-2025

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2020-2025

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2021-2025

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2022-2025

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2020-2025

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2025-2030

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2025-2030

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

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/consumer-electronics-in-turkey/report.