

Press release

The Turkish technical consumer goods market continues to substantially rise in Q4 2017

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GfK TEMAX results for Turkey, Q4 2017

Istanbul, February 21, 2018 – The technical consumer goods (TCG) market in Turkey grew by 17.2 percent in Q4 2017, compared to the same quarter in 2016 and generated revenue of 14,6 billion TL.

Telecommunication and small domestic appliances (SDA) sectors provided the major boost.

The only negative growth was experienced in Photo sector in the final quarter of 2017.

Turkey: Technical consumer goods – sales value by category

	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q4 2017/ Q4 2016	Q1-Q4 2017	Q1-Q4 2017/ Q1-Q4 2016
	in Mio. TL	in Mio. TL	in Mio. TL	in Mio. TL	+/- %	in Mio. TL	+/- %
Consumer Electronics	1.500	1.540	1.657	1.968	9,2%	6.665	10,7%
Photo	30	29	26	24	-19,6%	110	-9,3%
Major Domestic Appliances	2.754	3.604	4.888	2.836	1,4%	14.082	19,5%
Small Domestic Appliances	1.007	1.181	1.123	1.286	20,0%	4.597	8,8%
Information Technologies	1.178	1.014	1.178	1.449	9,0%	4.819	0,9%
Telecommunication	5.116	5.566	5.924	6.839	30,7%	23.446	16,7%
Office Equipment & Consumables	125	106	112	155	1,0%	499	-4,0%
GfK TEMAX Turkey	11.709	13.041	14.909	14.558	17,2%	54.218	14,0%

Source: GfK Turkey

Telecommunications

In Q4 2017, the TC sector maintained double digit growth rate compared to the same quarter in 2016 and has generated a revenue of 6.8 Bill. TL.

Due to the coup attempt in 2016, the inflated version of growth has been observed in the third quarter of 2017. However, the trend remained the same and continuous strong growth rate sustained in the final quarter of 2017 thanks to the new product launches.

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Smartwatches grew by double digits in contrast to previous quarters where three digit growth rates were recorded. All categories showed tremendous performance in Q4 2017.

Information Technology

The overall IT sector recorded a single digit positive growth during the 4th quarter of the year. Main positive contributors were desktop computers, mobile computers, keying and pointing devices; all of them with double digit positive growth compared to Q4 2016.

Gaming products has become the leading growth contributors of prominent IT categories.

The decline in monitors, media tablets and visual cams remained the same.

Office Equipment and Consumables

Turkey's OE sector recorded a single digit positive growth by 1% in Q4 2017, compared to the same quarter in 2016. Only positive growth rate was sustained from multifunctional devices with double digits.

At the same period, printers showed decline in revenue whereas cartridges struggled the most in the final quarter of 2017.

Major Domestic Appliances

After the termination of special consumption tax privileges, the numbers have drastically decreased for the major domestic appliances in the final quarter of 2017. However, the sector managed to maintain single digit growth rate in the 4th quarter.

Tumble dryers recorded double digit growth rates where Cooking category succeeded to achieve substantial figures as well.

A slight drop was seen in the cooling's figures and freezers struggled the most due to the seasonality effect in the final quarter.

Small Domestic Appliances

The SDA sector achieved double digit growth in Q4 2017, compared to the same quarter in 2016 and generated 1,3 bill. TL in Q4 2017.

The highest growth recorded by hot beverage makers, sandwich/waffle/grills, food preparation and vacuum cleaners and contributed the most into the excessive growth of the sector.

The demand for Turkish coffee makers have tremendously increased. Cyclonic filter vacuum cleaners and ironing systems are still the most prominent segments.

Consumer Electronics

The final quarter of 2017 secured the rise of consumer electronics and recorded single growth rate.

Taking a closer look to categories; it can be stated that Sound bars, Bluetooth speakers and action cameras sustained double digit growth rates in the final quarter of 2017. The biggest category TVs have recorded single digit growth and generated 1, 9 bill. TL in Q4 2017.

Especially 55+ inched TV products with HDR and UHD features favored the most by Turkish consumers.

Photography

The photo sector experienced a substantial drop in the final quarter of 2017.

View the GfK TEMAX® reports for all 41 individual countries, including data tables: <http://temax.gfk.com/reports/>

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Note to editors

GfK TEMAX® tracks the sales of technical consumer goods across 41 countries. The findings are based on GfK's retail panel, comprising data from around half a million retail outlets worldwide. GfK continually works to ensure its panel data is as accurate as possible, in terms of its representation of the end market.

About GfK

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