

# Turkish Consumer Durables



TECHNOLOGY MEETS QUALITY

# Turkish Consumer Durables

Covering both household appliances and consumer electronics goods, Turkish Consumer Durables is one of the leading actors of Turkish production and export scope and the global market.

Advancing high-tech and digitalizing production measures in accordance with a very young and dynamic workforce, Turkish Consumer Durables has the competitive advantage of ultimate quality and good price performance. Due to high adaptability and organizational skills of the sector, Turkish Consumer Durables is one of the key agents in the world industry!

## Industry Facts



6,5 billion USD  
export volume (2020)



Manufacturing base  
of European Union (1)



3,8% share in Turkey's  
total exports (2020)



**Top Export Destinations;**  
UK, Germany, France, Spain, Italy,  
Poland, Holland, USA (2020) (3)



Exporting to more than  
150 countries



Advanced R&D Centers helps  
create its own design  
and technology (6)



National and  
International Quality  
Certificates



University-industry  
cooperation (7)



1<sup>st</sup> producer of household  
appliances in Europe,  
2<sup>nd</sup> in the World. (2019)



Export rates quadrupled  
since 2000 (2)



2<sup>nd</sup> exporter of household  
appliances in Europe. ( 2019)



68% of Turkish Consumer  
Durables Total Exports to  
EU Countries (4)



One of the leading countries  
in the production of consumer  
electronics in the world.

# 10 Reasons Why Importers Prefer Turkish Consumer Durables

- 01** Product quality in world standards

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Creating innovative products with advanced R&D technology **02**

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**03** High Production Capacity / Flexibility

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High design quality / Wide Product Range **04**

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**05** Rapid Industrial Development

Production at EU Standards **06**

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**07** Well trained and experienced work force

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Efficient and up to date equipment capacity **08**

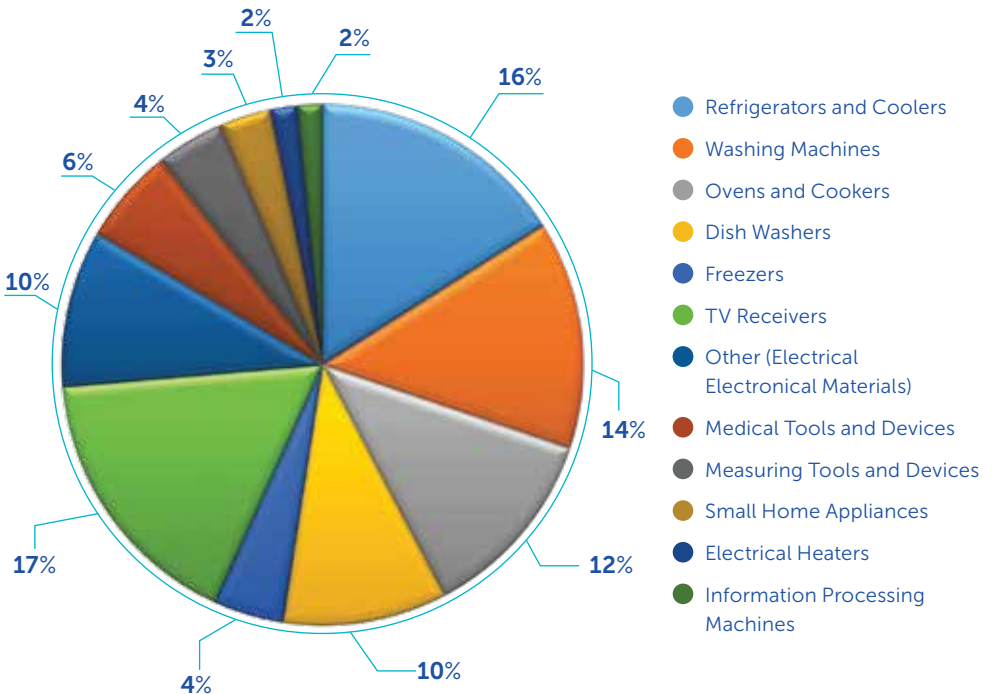
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**09** Neighboring the largest markets in the world

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Well-developed logistics network / On time delivery **10**

## Top Product Groups in Turkish Consumer Durables Export (%)





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