

Press release

The Turkish technical consumer goods market rose in Q3 2017, compared to the same quarter in 2016

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GfK TEMAX results for Turkey, Q3 2017

Istanbul, November 24, 2017 – Sales in the technical consumer goods (TCG) market in Turkey has increased by 19.4 percent in Q3 2017, compared to Q3 2016.

Telecom, major domestic appliances (MDA), consumer electronics (CE) sectors performed well and recorded double digit growth – up by 23.8 percent, 21.6 percent, 19.1 percent respectively.

Turkey: Technical consumer goods – sales value by category

	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q3 17 /Q3 16	Q1-3 2017	Q1-3 17 /Q1-3 16
	M.TRL	M.TRL	M.TRL	M.TRL	+/-%	M.TRL	+/-%
Consumer Electronics (CE)	1,802	1,500	1,540	1,659	19.1%	4,699	11.3%
Photography (PH)	30	30	29	26	-1.3%	86	-5.9%
Major Domestic Appliances (MDA)	2,796	2,754	3,604	4,888	21.6%	11,246	25.1%
Small Domestic Appliances (SDA)	1,072	1,006	1,181	1,123	9.1%	3,310	4.9%
Information Technology (IT)	1,329	1,178	1,014	1,178	4.5%	3,370	-2.2%
Telecommunication (TC)	5,235	5,116	5,566	5,924	23.8%	16,606	11.8%
Office Equipment & Consumables (OE)	154	125	106	112	4.8%	344	-6.1%
GfK TEMAX® Turkey	12,417	11,709	13,041	14,911	19.4%	39,661	12.9%

Source: GfK Turkey

Telecommunications

In Q3 2017, the TC sector recorded a rise of 23.8 percent, compared to 2016's same quarter and has generated a revenue of 5.9 Mio. TL.

All segments increased, recorded double digit growth compared to previous year same quarter. Smartphones with high storage capacity (64gb+), and also with bigger display size (5,5"+) were the highest growing segment of the product group. Smartwatches were also a strong performer with triple digit growth rate.

Information Technology

The overall IT sector recorded a single digit positive growth during the 3rd quarter of the year. Main positive contributors to this overall growth were desktop computers, mobile computers, keying and pointing devices; all of them with double digit positive growth compared to Q3 2016.

Monitors, mediatablets and visual cameras were the declining product groups.

Office Equipment and Consumables

Turkey's OE sector recorded a single digit positive growth by circa 5 percent in Q3 2017, compared to the same quarter of 2016.

Multifunction devices (MFD) and Inkjet cartridges were the positive contributors to the overall growth.

Major Domestic Appliances

Another strong double digit growth by MDA sector again in the third quarter of the year, compared to the same period of the previous year that has ended up with the highest value generated during 2017 (circa 5 Mio TL).

All the product groups recorded double-digit growth which is again a result of the cancellation of the special consumption taxes which also comes to an end at the end of September 2017.

On the other hand, category and segment level show that, main growth drivers were bottom freezer refrigerators, 9 KG washing machines and upright freezers.

Small Domestic Appliances

The SDA sector reported a single digit growth in Q3 2017, compared to the same quarter in 2016.

The highest growth recorded by hair clippers, hot beverage makers and sandwiches/waffles/grilles, by 34.1 percent, 24.7 percent and 13.0 percent, respectively. The increased demand for cyclonic vacuum cleaners and also turkish coffee makers resulted with a positive contribution to the overall growth.

Consumer Electronics

The third quarter of the year was really a favorable period for consumer electronics. A significant double digit growth performance of PTV by 19.0 percent proves this strong growth performance of the overall CE sector.

This cool results of the panel TVs at the end of the quarter, driven mainly by HDR, ultra-high definition (UHD) and 60+ inched products.

Bluetooth speakers, audio home systems and camcorders also generated a double digit growth compared to the third quarter of 2016.

Total revenue generated by CE during this quarter was 1.7 billion TL.

Photography

Still a declining quarter in the PH market but with a lower rate by -1.3 percent, compared to Q3 2016.

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