

Press release

The Turkish Technical consumer goods market continues the year 2018 on a positive note, led by Telecom sector.

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GfK TEMAX results for Turkey, Q2 2018

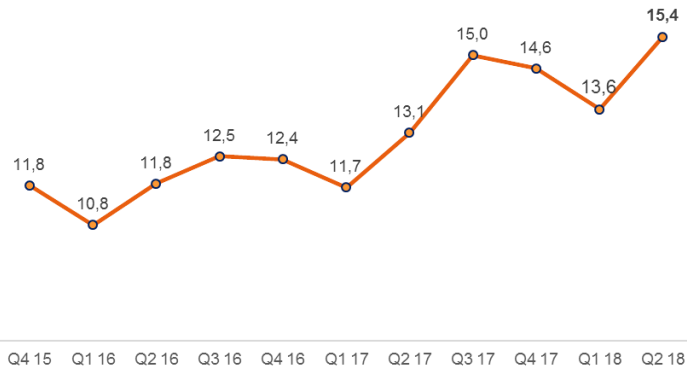
Istanbul, August 14, 2018 – The technical consumer goods (TCG) market in Turkey grew by 17.6 percent in Q2 2018, compared to the same quarter in 2017 and generated revenue of 15,4 billion TL.

Smartphones composed 47 % of the total technical consumer goods market with its strong 30% growth rate. Moreover, telecom is the number one category which generated positive sales unit growth among all other sectors.

The negative growth is experienced only in photo sector in the second quarter of 2018.

Turnover Development

Billion TL



Telecommunications

In Q2 2018, the TC sector maintained positive growth rate by 29,3% compared to the same quarter in 2017 and has generated a revenue of 7.2 Bill. TL.

Taking into consideration smartphones with inch size 5.5 and above, it has been conducted that their sales value doubled and unit growth rate reached to 65%.

All categories within the sector generated double digit growth rates, except slight drop in mobile phone sales. Smartwatches grew by 68% whereas headsets contributed to the sectors' revenue with 58%.

Information Technology

The overall IT sector recorded growth rate by 9,8% during the 2nd quarter of the year and generated 1.1 billion TL. Mobile computers had significant impact on the sectors' overall growth whereas keying and pointing devices grew outstanding in the last quarter.

IT's growth mostly triggered off from the rise of dollar against to the Turkish lira. However, the impact of gaming products needs to be taken into account when analyzing the rise of IT sector in general.

Office Equipment and Consumables

Turkey's OE sector recorded a single digit growth by 16,3% in Q2 2018, compared to the same quarter in 2017 and had a value of 123 million TL.

The positive growth rate was substantially sustained from multifunctional devices and laser cartridges. The rise in demand for more sophisticated printing devices led to an increase in revenue.

Major Domestic Appliances

In the second quarter of 2018, the MDA sector showed steady growth performance with 1,1% with a revenue generated, 3,6 billion TL despite last year's OTV campaign's impact remains.

Freezers reached to double digit growth rates whereas the dominant categories such as cooling and dishwashers maintained modest growth.

Besides side by side and french door segments, most subcategories within cooling showed moderate growth. Dishwashers with 4 or 5 program options became more favorable in the second quarter of 2018.

Small Domestic Appliances

The SDA sector grew by 23,4% in Q2 2018, compared to the same quarter in 2017 and generated 1.5 bill. TL.

The developments in technology helps to enhance the models offered in the market which led to an increase in demand. Consumers seek for practical, high-tech products. The new wave in Turkish Coffee Makers and Power Blenders recorded the highest growth rates.

Cyclonic filter vacuum cleaners continued to grow whereas rechargeable handstick started to attract the attentions of consumers.

Consumer Electronics

Consumer Electronics managed to achieve double digit growth rate by 15% in the first quarter of 2018. The generated value was almost 1,8 billion TL.

Taking a closer look to categories; it can be stated that Soundbars, Audio home systems and Bluetooth speakers sustained double digit growth rates in the second quarter of 2018. Due to the seasonality of camcorders, the category managed to achieve strong increase in revenue.

UHD TVs expanded its inhouse share within TV category and acquired 42% of total revenue. Moreover, TV with 60 and upper inches increased its volume in the second quarter.

Turkey: Technical consumer goods – sales value by category

	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q2 2018/ Q2 2017	Q1-Q2 2018	Q1-Q2 2018/ Q1-Q2 2017
	in Mio. TL	in Mio. TL	in Mio. TL	in Mio. TL	+/- %	in Mio. TL	+/- %
Consumer Electronics	1.670	1.989	1.753	1.779	15,0%	3.532	15,7%
Photo	26	24	23	23	-23,6%	46	-23,5%
Major Domestic Appliances	4.895	2.842	2.575	3.644	1,1%	6.219	-2,2%
Small Domestic Appliances	1.125	1.292	1.213	1.458	23,4%	2.671	22,0%
Information Technologies	1.184	1.460	1.279	1.115	9,8%	2.395	9,1%
Telecommunication	5.940	6.862	6.658	7.214	29,3%	13.872	29,6%
Office Equipment & Consumables	113	155	135	123	16,3%	258	11,7%
GfK TEMAX Turkey	14.954	14.624	13.637	15.357	17,6%	28.993	16,9%

Source: GfK Turkey

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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