



Dear Stakeholders,

The data for the first seven months of 2025 indicate a contraction and loss of value in domestic demand in the white goods sector, while also showing that the continued market share gains of Far East-based manufacturers in international markets have put pressure on our exports.

In the January–July period of this year, our domestic sales across six main white goods product groups amounted to 5,906,918 units, representing a 9% decline compared to the same period of last year. Our exports were recorded at 11,785,583 units, down 7%. Total production decreased by 9% year-on-year, reaching 17,478,345 units. During this period, the overall sales volume, consisting of domestic sales and exports, contracted by 7%, amounting to 17,692,501 units.

The July data confirm the continuation of the contraction observed since the beginning of the year. Compared to July of last year, domestic sales fell by 14%, exports by 15%, and production by 13%.

For our industry to regain momentum, it is of critical importance to support the production and consumption of energy-efficient products, to strengthen the investment climate, and to avoid any restrictive regulations that could undermine export competitiveness.

At TÜRK BESD, our priority is to remain competitive through efficiency and innovation, and to increase our exports. In this direction, we continue to work to create value for our country.

On this occasion, I would like to commemorate with respect and gratitude our Great Leader Gazi Mustafa Kemal Atatürk and all our heroes, and extend my heartfelt congratulations on the occasion of our Victory Day, August 30.

Respectfully,

Gökhan Sığın

Chairman of the Board

TÜRK BESD