



**Dear Stakeholders,**

The data for the first five months of 2025 reveal that demand contraction in the white goods sector has persisted both domestically and in foreign markets, with current challenges continuing to exert their impact. Global economic fluctuations, inflation trends, and the overall slowdown in demand remain among the main factors limiting the growth momentum of our industry.

In the January–May 2025 period, our domestic sales across six main product groups amounted to 4,309,083 units, reflecting an 11% decline compared to the same period of last year. Our exports fell by 4%, with a volume of 8,676,404 units. Total production decreased by 7% year-on-year, reaching 13,081,848 units. During this period, the overall sales volume, consisting of domestic sales and exports, contracted by 6%, amounting to 12,985,487 units.

The May 2025 data confirm this trend. Domestic sales in the six main product groups declined by 14% year-on-year to 840,742 units, while exports dropped by 15% to 1,792,665 units. In the same period, production fell by 23% to 2,620,898 units. Consequently, the total sales volume decreased by 14%, reaching 2,633,407 units.

These figures clearly show that the current period requires careful and strategic steps for our industry. At TÜRK BESD, we focus on efficiency in production, sustainability, and strengthening exports, while reiterating the need for innovative and constructive policies to remain competitive in global markets. In the coming period, we will continue to work towards making our industry more resilient through strong cooperation between the public and private sectors.

Respectfully,

**Gökhan Sığın**

Chairman of the Board

TÜRK BESD