



REPUBLIC OF TURKEY  
MINISTRY OF ECONOMY

# TABLEWARE AND KITCHENWARE



Industry



**TURKEY**  
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## TABLEWARE AND KITCHENWARE INDUSTRY

Tableware and kitchenware industry consists of glassware, ceramicware, porcelainware, metalware, plasticware and electrical equipments. Turkish tableware and kitchenware industry not only fulfils the demand of domestic consumers but also supplies world markets. The industry meets the demand of both traditional and modern life styles.

### Glassware

The glass industry in Turkey is highly developed and competitive. Turkish glass production has very old and traditional roots. Production started in the Seljuk Period and during the Ottoman Empire Istanbul was the center of glass production.

Hand-made glassware has a good reputation abroad and reflects the beauty of Turkish art. Today, the number of glass products reaches to thousands of items including hand-made and machine-made products.

There is a special kind of glass, called %Gesm-i Bulbul (the eye of the nightingale) which is entirely a Turkish art. This famous design, distinguished by swirls of blue and white lines in clear glass, is mostly used on decanters, glasses, vases, flasks and candy boxes.

There is another special kind of glass, called %Beykoz+which takes its name from the place and the workshop were it was originally produced at the end of the 18th century. Historically, the forms and decorations of Beykoz glassware were meticulously created and were the most outstanding glassware of its time. It was decorated using 24 carat gold on colorless or colored crystal glass and opal glass. The modern glass industry was established in the 1930s and has grown steadily since then. With over 70 years of experience it has reached a highly intensive production technology and a vast accumulation of know-how. The Turkish glass industry uses almost 100% domestic raw materials. The industry itself produces soda ash which is one of the raw materials intensively used in glass production.

Although there are several small to medium size companies operating in the market, as well as imported brands, Turkish glassware sector is mainly dominated by a large domestic company with international presence. %Türkiye i e ve Cam Fab. A. .+is a group of companies in the sector which accounts for approximately 90% of the annual total glassware production. The company also has various packaging and chemical raw material and financial companies besides its glass producing companies. The group has foreign plants in the Russian Federation, Bulgaria, Egypt, Georgia, Italia, Ukraine and Bosnia and Herzegovina.

Glass Tableware Group which is a main activity field of i ecam Group carries on its activities in three main business fields with glass household articles design, production, marketing and sale, chain specialty retailing and paper-cardboard packaging production, and with 10 companies, 8 factories and 30 stores in total.

Pa abahçe Cam Sanayii ve Ticaret A. . performs design, production, marketing and sale of table and kitchen articles, and souvenirs made of glass, which are needed by domestic and foreign markets.

Pa abahçe offers for sale its automatic household articles products with the brand "Pa abahçe", automatic crystalline production with the brand "f&d", heat-resistant products with the brand "Borcam", and glass brick-parquet products with the brand "Lara".

The products are developed for three different sections with household, serving and industry sections. Pa abahçe created its advantage in global competition by the importance on and support to design. Its main design policy can be summarized as "continuous, qualified and original new product". Today, about 13,000 different Pa abahçe products are available within the scope of all brands, and this number gets bigger day by day.

Pa abahçe Ma azalar<sup>2</sup> A. . constitutes the chain specialty retailing business field of the Group, and is the leader retailer of Turkey in its field. Today, a total of 30 stores are offering decorative collection products to their customers in addition to glass, ceramic, porcelain, wood and steel table and kitchen articles with the concepts of "Life" and "Boutique".

The firm produces, under the name of various collections, reproductions of unique examples from the historic art of Turkish glass making in addition to a very wide range of functional and modern glass items.

Besides i e-Cam, there are also various medium and small-scale firms like; Güral, Ardacam, Denizli Cam and Termocam in the industry producing glass tableware and kitchenware.

## **Ceramicware and Porcelainware**

The ceramic industry in Turkey has a long tradition which can be traced back several thousand years. In the Seljuk and Ottoman Periods, ceramic art acquired new dimensions and pieces of exquisite beauty. Until the late 15th century the center for ceramic and pottery production was Iznik (earlier called Nicaea). Today, Turkish ceramics of the Iznik style are world famous.

%İdiz Porcelain Factory+ was established by Sultan Abdulhamid II to meet the interior decoration needs of the Ottoman Palaces. %İdiz Çini+ produces reproductions of the traditional porcelain and china objects which are found in the %Porcelainware Collection of Turkish National Palaces+Collection.

Turkey is rich in ceramic raw materials and the factories have the latest technology and a qualified workforce. With the investments in modernisation undertaken in recent years, the production technology has been brought up to date. Product quality has been achieved through product standards and quality assurance certification. As a result, competitiveness has improved and export volume has increased. Except %İdiz Çini+, all production facilities are in the private sector. Among the major producers in the sector, there are %ütahya+(that is among the ten biggest porcelain producer in the world, second biggest in Europe) %Güral+, %Meri +, %Rorland+, %Altın Çini+, %Corbon+ %İdiz Çini+and %Edip Çini+. The producers not only meet the domestic demand for tableware but also export to European countries, the US, Canada, Australia, the Middle East and Asian countries, and also compete with leading producers in Italy and Spain.

## **Metal and Plastic Tableware and Kitchenware**

The metal tableware and kitchenware industry in Turkey has developed rapidly in the last 20 years except for copperware production which is a traditional sector. Turkey is famous worldwide for hand-beaten copper articles for household use or decorative purposes. However, at present, copper article production in Turkey has stagnated, because of the low domestic demand. Today almost all of the copperware production is made for export.

Metal tableware and kitchenware industry is a well developed sector and utilizes advanced technology in production. There are about 200 firms in the metal tableware and kitchenware industry, including stainless steel kitchenware, aluminum and copper articles. The number of large scale firms in the industry is about 50.

Turkish plastic tableware and kitchenware industry is a well developed industry, fully supplying the domestic demand. There are above 100 firms operating in the plastic, melamine and urea-formaldehyde tableware and kitchenware industry. There are some prominent companies with sizeable production and sales capacities in plasticware sector.

## Electrical Kitchen Equipment and Machines

In general the household appliances industry is one of Turkey's well-established and dynamic sectors of Turkey. Turkish household appliances producers have created their own strong brands and they are gaining ground in foreign markets, mainly in EU countries.

Small electrical kitchen equipment and machines production of the sector has also developed well. The industry's production of these products like, grills, fryers, deep fryers, electromechanical food processing equipment and machines, coffee and tea making machines, toasters, etc. not only fulfils domestic demand but also exported.

## TABLEWARE AND KITCHENWARE EXPORTS

The Turkish tableware and kitchenware market has shown steady growth in both production and export volume and this situation are expected to continue with high-quality, high-value products.

The total Turkish exports of tableware and kitchenware articles has been increasing in recent years and reached US \$ 1,3 billion in 2013 with a %12 increase compared to the previous year.

### *Exports of Tableware and Kitchenware (Value: 1000 US\$)*

HS	Product Name	2011	2012	2013	Export Countries in 2013 % (Share)
3924	Tableware, kitchenware, other household articles of plastic	222.014	260.885	323.160	Israel %11, Iraq %7, Germany %5,4
4419	Tableware and kitchenware of wood	1.385	2.316	2.340	Libya %19, Germany %11, Iraq %9
6911	Tableware, kitchenware, other household articles art of porcelain and china	74.107	56.850	59.177	U.K. %23, Germany %10, Italy %8,9
6912	Ceramic tableware, kitchenware, other household articles art of porcelain and china	20.903	26.190	27.831	Germany %21, France %13, Italy 12 %
7013	Glassware used for table, kitchen, office, indoor decoration	469.500	460.675	472.245	UK %8, Germany %7, U.S.A. %6,5
7323	Table, kitchen and other household art and parts iron and steel	215.843	232.762	267.254	Egypt %16, Germany %9 Russian Fed. %6,4
741810	Copper table, kitchen and other household articles and parts	3.457	3.630	5.470	USA %66, UK %6, S. Arabia %3
761510	Aluminum table, kitchen, household articles and parts.	57.794	70.340	96.756	Egypt %23, Italy %17, Azerbaijan %8
8215	Spoons, forks, cutlery and similar kitchen or tableware	9.980	10.041	10.438	Azerbaijan %13, Egypt %8, Turkmenistan %6,2

850940	Domestic food grinders, mixers, juice extractors	35.556	35.015	33.762	Egypt %19, Netherlands %5,2, UAE %5
851671	Electric coffee or tea makers, domestic	8.164	10.958	10.374	Iran %16, Azerbaijan%10, Iraq %9
851672	Electric toasters, domestic	732	714	579	Azerbaijan %13, Kazakhstan %12, Libya %10
<b>Total</b>		<b>1.119.435</b>	<b>1.170.376</b>	<b>1.309.386</b>	<b>-</b>

Source: ITC Trade Map

Glassware constitutes the major part of tableware and kitchenware exports. The following items of export are plastic, iron and steel, aluminium, ceramic tableware and kitchenware articles and electromechanical equipment and machines.

As of 2013, Turkish tableware and kitchenware industry products are exported to more than 160 countries on five continents. In the same year, major markets for Turkish tableware and kitchenware industry were the European Union, Turkic and Middle Eastern countries.

Turkey exhibits its table and kitchenware products in international and local fairs organized in Turkey. The major fairs that are organized in Turkey through 2014 are listed below.

#### **ZUCHEX FAIR**

Date: 04.09.2014 . 07.09.2014

Venue: TÜYAP Fuar ve Kongre Merkezi Beylikdüzü, Istanbul.

Products: Glassware, stainless steel cookwares, plastic products, porcelain, electrical households.

#### **DOMOTECHNICA**

Date: 19.04.2014-22.04.2014

Venue: Istanbul Expo Center Ye ilköy, Istanbul.

Products: Household appliances



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