

Turkey Retail Report Q2 2016

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Abstracts

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BMI View: With a population of 79.6mn in 2016, rising to 82.3mn in 2020, Turkey is the second largest country in Central and Eastern Europe and a key retail market. The largest market, Istanbul, has a thriving retail market, with a large number of new shopping malls under construction and good representation by foreign brands. Overall, the Turkish retail market is dominated by local retailers, but as the country has become more open to foreign investment, international players have increasingly been attracted by the opportunities on offer.

Households incomes are set to rise significantly over our forecast period to 2020, bringing increasing numbers into the middle class. However, manufacturing and construction will remain key employment sectors, along with agriculture, and this will keep income growth low and mean that the most significant opportunities for retailers will be in essential products such as groceries and in general at the lower end of product categories across the retail spectrum. The country will also remain divided geographically, with rural dwellers typically earning less than urbanites.

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