

# 100% Home Delivery/Takeaway in Turkey

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## Abstracts

In 2017, the value share of offline ordering continued to exceed that of online ordering. Nevertheless, online ordering again registered the stronger performance in 2017. The increasing availability of broadband internet and growing smartphone penetration indicates strong potential for online ordering. Additionally, the large young population, who are more attentive to new technological developments, remains an important growth-stimulating factor for online ordering. While offline ordering conti...

Euromonitor International's 100% Home Delivery/Takeaway in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2022 illustrate how the market is set to change.

**Product coverage:** Chained 100% Home Delivery/Takeaway, Independent 100% Home Delivery/Takeaway, Other 100% Home Delivery/Takeaway, Pizza 100% Home Delivery/Takeaway.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the 100% Home Delivery/Takeaway market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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