

# Consumer Values and Behaviour in Turkey

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## Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Turkey report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- Get a detailed picture of the Consumer Values 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

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## Contents

### Scope

Consumer values and behaviour in Turkey

Taking health and safety precautions when leaving home remains crucial

Older generations are more concerned about rising costs of everyday goods

Turkish consumers have a habit of testing out new products and services

Millennials demand uniquely tailored offerings and solutions

Turkish consumers are less optimistic about the future compared to the global average

Gen Z remain the most optimistic about their outlook on life

Millennials are most active in keeping themselves busy at home

Safe location is the most appreciated home feature among Turkish consumers

Consumers prefer to cook or bake for themselves

Turkish consumers say that another member of the family usually prepares meals for them

Spending time elsewhere remains a major reason for younger generations not cooking

Identifying healthy ingredients remains the most important dietary restriction in Turkey

Gen X are the most likely to demand a job allowing balance between work and personal lives

Earning a lucrative income is top of the work priority list

Strong demand for clear separation between professional and personal lives

Weekly online socialising is the most preferred leisure activity among Turks

Younger generations are most likely to go and support their favourite sports teams or players

Turkish consumers prioritise hotels and resorts that offer comprehensive packages when travelling

Family-orientated and child-friendly features highest on priority list for millennials

Less strenuous exercise such as walking or hiking is the most frequent training routine

Baby boomers prefer slower paced exercise

Millennials are taking active steps to reduce stress and manage their mental health

Turkish consumers remain concerned about climate change

Consumers are actively pursuing environmentally-conscious lifestyles

Gen Z consumers are least concerned about green behaviours and activism

Gen X are most likely to share their opinions online on social/political issues

Turkish consumers are much less concerned about finding bargains than the rest of the world

Baby boomers are most likely generation to enjoy visiting shopping malls

Consumers search for products that feature labels that are straightforward

Millennials prefer tried and tested brands

Consumers in Turkey are drawn to digital streaming services

Spending on groceries is expected to see the biggest increase in the future

Gen X are expected to contribute the largest increase in grocery spending

Consumers in Turkey feel at ease with their current financial situation

Gen Z rely on financial support from family and friends or subsidies from the government

Less than one in four baby boomers intends to save more in the future

Turkish consumers take an active role in controlling the sharing of data and managing privacy settings

Millennials at the forefront in managing their online profiles and behaviour

Turkish consumers use a range of messaging or communications apps

Millennials are most actively using communication or messaging apps

Online shopping and interactions driven by millennial consumers

Turkish consumers are more likely to make purchases via social media than the global average

Millennials are much more comfortable engaging with companies online

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