

# E-Commerce (Goods) in Turkey

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## Abstracts

Aided by the impact of the pandemic, restrictions on the operations of physical stores (including the temporary closure of non-essential brick-and-mortar outlets) and consumers' reluctance to leave their homes, 2021 was another year of rapid e-commerce growth. Over the review period, e-commerce was already growing fast but, with the onset of COVID-19, as consumers spent more time at home and shied away from brick-and-mortar stores, they ended up not only increasing the frequency of their online...

Euromonitor International's E-Commerce (Goods) in Turkey report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-Border E-Commerce (Goods), E-Commerce (Goods) by Product Category, Mobile E-Commerce (Goods).

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

## Why buy this report?

Get a detailed picture of the E-Commerce (Goods) 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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