

E-Commerce in Turkey

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Abstracts

E-commerce was the star performer of 2020, seeing triple-digit growth. Over the review period, e-commerce was already growing fast but, in 2020, as consumers spent more time at home and shied away from brick-and-mortar stores, they ended up increasing the frequency of online purchases and also the product categories which they normally did not purchase through e-commerce. E-commerce penetration jumped from 6.1% in 2019 to 13.2% in 2020, with a boost to its trajectory coming from the catalyst of...

Euromonitor International's E-Commerce 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, E-Commerce by Product Category, Mobile E-Commerce.

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 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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KEY DATA FINDINGS

2020 IMPACT

E-commerce is the star performer, thanks to myriad COVID-19 factors enhancing channel popularity and development

Limited company capacity to handle such unprecedented demand kept sales lower than they would have been otherwise

3rd party merchants continue to hold the largest shares, due to trajectory of trend seeing global giants acquiring smaller local players

RECOVERY AND OPPORTUNITIES

Meteoric rate of growth will fall back to more sustainable levels, but the significant channel switch to e-commerce is set to stay

Players rapidly increase their capacities, strategies and logistics networks, in order to keep up with the game

Online marketplaces tipped to be a channel to watch

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GLOBAL INDUSTRY ENVIRONMENT

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