

E-Commerce in Turkey

<https://marketpublishers.com/r/E33C3F87B952EN.html>

Date: February 2021

Pages: 53

Price: US\$ 990.00 (Single User License)

ID: E33C3F87B952EN

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.

Contents

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

CHANNEL DATA

Table 1 E-Commerce by Channel and Category: Value 2015-2020

Table 2 E-Commerce by Channel and Category: % Value Growth 2015-2020

Table 3 E-Commerce GBO Company Shares: % Value 2016-2020

Table 4 E-Commerce GBN Brand Shares: % Value 2017-2020

Table 5 Forecast E-Commerce by Channel and Category: Value 2020-2025

Table 6 Forecast E-Commerce by Channel and Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on retailing

Company response

COVID-19 country impact

Weakening Turkish economy was already leading to operator bankruptcies and consumer bargain hunting

Lower consumer spending power heralds higher sales for discounters, private labels, and budget brands

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2020

Physical retail landscape

Cash and carry

Table 7 Cash and Carry Sales: Value 2015-2020

Seasonality

New Year's Eve

Back to School

Other seasonal events

Payments and delivery

Emerging business models

MARKET DATA

Table 8 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 9 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 10 Sales in Store-based Retailing by Channel: Value 2015-2020

Table 11 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020

Table 12 Store-based Retailing Outlets by Channel: Units 2015-2020

Table 13 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 14 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 15 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 18 Sales in Grocery Retailers by Channel: Value 2015-2020

Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020

Table 20 Grocery Retailers Outlets by Channel: Units 2015-2020

Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 23 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 24 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 25 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 26 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 27 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 29 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 30 Sales in Mixed Retailers by Channel: Value 2015-2020

Table 31 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020

Table 32 Mixed Retailers Outlets by Channel: Units 2015-2020

Table 33 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 34 Retailing GBO Company Shares: % Value 2016-2020

Table 35 Retailing GBN Brand Shares: % Value 2017-2020

Table 36 Store-based Retailing GBO Company Shares: % Value 2016-2020

| |
|--|
| Table 37 Store-based Retailing GBN Brand Shares: % Value 2017-2020 |
| Table 38 Store-based Retailing LBN Brand Shares: Outlets 2017-2020 |
| Table 39 Non-Store Retailing GBO Company Shares: % Value 2016-2020 |
| Table 40 Non-Store Retailing GBN Brand Shares: % Value 2017-2020 |
| Table 41 Grocery Retailers GBO Company Shares: % Value 2016-2020 |
| Table 42 Grocery Retailers GBN Brand Shares: % Value 2017-2020 |
| Table 43 Grocery Retailers LBN Brand Shares: Outlets 2017-2020 |
| Table 44 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020 |
| Table 45 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020 |
| Table 46 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020 |
| Table 47 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020 |
| Table 48 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020 |
| Table 49 Mixed Retailers GBO Company Shares: % Value 2016-2020 |
| Table 50 Mixed Retailers GBN Brand Shares: % Value 2017-2020 |
| Table 51 Mixed Retailers LBN Brand Shares: Outlets 2017-2020 |
| Table 52 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020 |
| Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025 |
| Table 54 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025 |
| Table 55 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025 |
| Table 56 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025 |
| Table 57 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025 |
| Table 58 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025 |
| Table 59 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025 |
| Table 60 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025 |
| Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025 |
| Table 62 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025 |
| Table 63 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025 |
| Table 64 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025 |
| Table 65 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025 |
| Table 66 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025 |
| Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025 |
| Table 68 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025 |

Table 69 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025

Table 70 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025

Table 71 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025

Table 72 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025

Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025

Table 74 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025

Table 75 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025

Table 76 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 77 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 78 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DEFINITIONS

SOURCES

Summary 2 Research Sources

I would like to order

Product name: E-Commerce in Turkey

Product link: <https://marketpublishers.com/r/E33C3F87B952EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E33C3F87B952EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970