

Food and Drink E-Commerce in Turkey

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Abstracts

Food and drink e-commerce was the most dynamic segment of the e-commerce landscape in 2021, as it was in 2020. The unprecedented level of growth was not only a result of more frequent use by consumers, but also due to a much higher level of investment from the side of the grocery retailers, and also the expansion of the consumer base with many first-time users becoming online grocery shoppers. Due to lockdown measures, many consumers shifted their purchase of grocery goods online. In the post lo...

Euromonitor International's Food and Drink 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.

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

Why buy this report?

Get a detailed picture of the Food and Drink 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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