

# Megatrends in Turkey

<https://marketpublishers.com/r/M560229FA1BAEN.html>

Date: July 2023

Pages: 76

Price: US\$ 1,325.00 (Single User License)

ID: M560229FA1BAEN

## Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Turkey.

Euromonitor's Megatrends 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 Megatrends 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

Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

Avane Cloud Kitchens unveils new virtual restaurant concepts

Gen X and Millennials are most likely to use tech to improve their daily lives

Consumers seek greater flexibility

Shoppers want to see what they buy

Convenience drives e-commerce demand

Cooking is seen as an inconvenience by younger consumers

Digital living

Turkish central bank moves forward with development of digital lira

Turkey is a nation of gamers

Consumers are protective of their personal data

Millennials most likely to share data for offers

Friends and family are the most trusted information source

Consumers expect more face-to-face contact post-pandemic

Diversity and inclusion

DFINITY Foundation and Patika.dev launch Web 3.0 bootcamp for Turkish women

Millennials are the most vocal on social media

Turkish consumers value helping those in need

Most feel comfortable expressing their identity

Millennials pay the closest attention to company values

Experience more

LC Waikiki trials its first metaverse store

People now socialise more frequently online than in person

Consumers seek relaxation and safety when travelling

Consumers still prefer real world over online experiences

Personalisation

Sabiha Gökçen airport launches new loyalty programme for travellers

Millennials are the most enthusiastic about virtual activities

Most consumers are looking for unique experiences

Premiumisation

Kristal Kola set to launch Turkey's first canned spring water

Consumers want a simpler life

Gen X have the most confidence in their long-term investments

Consumers prioritise health and quality  
Pursuit of value  
Nivogo opens Turkey's first "circular stores"  
Gen X are the most frugal cohort  
Concern increases over rising living costs  
Consumers are starting to embrace the circular economy  
Gen Z are the most eager to save money  
Shopper reinvented  
Hepsiburada Smart by MIMEX – Turkey's first cashierless store concept  
Millennials are the most trusting of celebrity-endorsed brands  
E-commerce is now the preferred channel in many categories  
S-commerce is on the rise  
Millennials interact most with brands online  
Sustainable living  
New recycling system for drinks containers to be mandatory from 2024  
Most are concerned about the impact of global warming  
Consumers are actively engaged in sustainable practices  
Reducing plastics use tops the list of green activities  
Turkish consumers are keen to make their voices heard  
Biodegradable packaging is considered the most sustainable  
Wellness  
Yayla adds to its range of healthy ready meals  
Herbal remedies are commonly used to alleviate stress  
Consumers are taking a greater interest in healthy ingredients  
People remain concerned about health and safety when out and about  
Leverage the power of megatrends to shape your strategy today

## I would like to order

Product name: Megatrends in Turkey

Product link: <https://marketpublishers.com/r/M560229FA1BAEN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M560229FA1BAEN.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