

Retail and Wholesale in Turkey

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Abstracts

The industry's performance saw an upward trend in 2018, with double-digit growth in current value terms; however, this does not reflect the actual situation. Sharply rising inflation and a depreciating lira hindered household purchasing power in real terms, and reduced consumer confidence. Moreover, rising interest rates and dampened bank lending further constrained domestic demand. Consequently, industry performance was rather weak in 2018, and only slow growth is expected over the forecast per...

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

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