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Retailing in Turkey

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Abstracts

The impact of the COVID-19 pandemic was still being felt strongly in the Turkish retailing market in 2021. Whilst there were clear signs of recovery and sales growth compared to 2020, consumer demand was not as strong as it had been in 2019. Whilst year on year value growth was seen in many areas of the retailing market, the lack of corresponding volume growth highlighted that much of the value gain was due to inflation. The main reason for the relatively sluggish performance was the continuatio...

Euromonitor International's Retailing 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: Non-Store Retailing, Store-Based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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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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