

Supermarkets in Turkey

<https://marketpublishers.com/r/S1CC18B319AEN.html>

Date: March 2024

Pages: 36

Price: US\$ 990.00 (Single User License)

ID: S1CC18B319AEN

Abstracts

In the last two years of the review period, a noticeable trend in supermarket chains in Turkey involves a strategic reallocation of shelf space within their outlets. There has been a deliberate reduction in the variety of items related to clothing and toys, with a heightened focus on dedicating more shelf space to essential products such as foods, drinks, and home care products. This shift reflects an awareness that with soaring inflation, consumers are prioritising the essentials.

Euromonitor International's Supermarkets 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 Supermarkets 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

Supermarkets in Turkey
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

SUPERMARKETS IN TURKEY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Focus on essential products
Migros continues to expand aggressively
Supermarkets compete through aggressive pricing strategies

PROSPECTS AND OPPORTUNITIES

Discounters pose threat
Focus on building online presence
Continued focus on developing private label ranges

CHANNEL DATA

Table 1 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023
Table 2 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 Supermarkets GBO Company Shares: % Value 2019-2023
Table 4 Supermarkets GBN Brand Shares: % Value 2020-2023
Table 5 Supermarkets LBN Brand Shares: Outlets 2020-2023
Table 6 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 7 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

RETAIL IN TURKEY

EXECUTIVE SUMMARY

Retail in 2023: The big picture
Healthy demand for luxury goods
More subdued value growth for e-commerce
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Black Friday

Ramadan (Eid al Fitr)

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail: Value E-Commerce2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail: % Value Growth E-Commerce2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 Retail Offline Outlets by Channel: Units 2018-2023

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 21 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 Non-Grocery: Value Sales, Outlets and Selling Space: % Growth Retailers2018-2023

Table 24 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 Retail GBO Company Shares: % Value 2019-2023

Table 29 Retail GBN Brand Shares: % Value 2020-2023

Table 30 Retail Offline GBO Company Shares: % Value 2019-2023

Table 31 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 32 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 33 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 34 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 35 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 36 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 37 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 38 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 42 Forecast Sales in Retail by Retail Offline vs Retail: % Value Growth E-Commerce 2023-2028

Table 43 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 44 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 45 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 50 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 51 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 56 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 57 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 59 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 60 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

I would like to order

Product name: Supermarkets in Turkey

Product link: <https://marketpublishers.com/r/S1CC18B319AEN.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/S1CC18B319AEN.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