

Consumer Lifestyles in Turkey

Market Direction | 2022-12-07 | 77 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Turkey.

Euromonitor's Consumer Lifestyles 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 Consumer Overview 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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Consumer landscape in Turkey 2022

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Life priorities

Turks prioritise time for themselves over other family commitments

Generation Z feel strongly about setting aside time for their favourite activities

Curated experiences appeal to Turkish consumers

Baby Boomers want to be seen to be doing well

Turkish consumers are interested in trying new products and services

Baby Boomers prefer branded goods to unbranded alternatives

Home life

High rates of online connections with friends and family

Baby Boomers devote most time to their home-based hobbies

Energy efficiency is more important to older consumers

Eating habits

All generations appreciate home-cooked food over other options

Consumers value foods that provide health and nutritional benefits

Gen X follow the most flexitarian diet and only eat meat or fish occasionally

Consumers enjoy evening/post-dinner snacks more at the weekend

Gen Z less likely to eat meals at the same time each day than other generations

Working life

Earning a high salary is a key element of working life in Turkey

Work-life balance is more important to Gen X

Job security is more important to Gen X than to other cohorts

Turks expect to be self-employed in future at rates much higher than the global average

Almost half of Gen Z expect to work abroad in the future

Leisure habits

Baby Boomers are highly engaged with friends and family online

A quarter of consumers go shopping for leisure at least weekly

Baby Boomers participate in a variety of leisure activities - ahead of other cohorts

Consumers travel domestically far more than internationally

Turks appreciate all-inclusive hotels and resorts more than their global counterparts do

Millennials are interested in nature and outdoor activities above other travel features

Health and wellness

Women are more actively engaged in health-related activities

75% of respondents walk or hike for exercise every week

Turkish consumers are highly engaged in stress-reduction activities

All generations are actively participating in stress-reduction activities

Sustainable living

Recyclable labels are the most trusted by Turkish consumers

Baby Boomers are more focused on using less water

Baby Boomers are the most active in their efforts to be more environmentally friendly

Consumers are more likely to share their opinions on political and social issues than average

Baby Boomers are more actively donating to charities that support their values

Shopping habits

Consumers are focusing their attention on quality items and buying less

Millennials are ahead of other cohorts in regularly buying gifts for their family and friends

Turks have greater trust in independent consumer reviews than global average

Independent consumer reviews appeal more to Gen X

Opportunity to try new products motivates subscription uptake more than making savings

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Convenience and enjoyment of products motivate Gen Z to use subscription services
Possibility to try before buying is the biggest motivator to shop in-store
Gen X more wedded to shopping in-store than other cohorts
Consumers are mostly motivated to shop online by the best price
Gen X and Millennials more motivated to shop online due to variety of brands
Spending habits
Over half of consumers expect their spending on groceries to increase
Gen Z are more focused on saving more over the next 12 months
Technology
Consumers are more active than their global counterparts in managing data settings
Baby Boomers are more actively engaged online than other cohorts
High rates of smartphone and desktop/laptop computer ownership
Smartwatch and headphone ownership much higher than the global average
More than 80% of consumers visit social networking websites weekly
Baby Boomers more engaged with health-related and medical sites

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