

Consumer Values and Behaviour in Turkey

Market Direction | 2022-12-07 | 59 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in Turkey.

Euromonitor's Consumer Values and Behaviour 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 Values 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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Scope

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Consumer values and behaviour in Turkey
Consumers enjoy trying new products and services
Baby Boomers most enthusiastic about brand engagement and tailored products
Baby Boomers are more willing to spend money to save time
Over half expect to be happier in the next five years than they are now
Over a third feel that more activities will be shifting to in-person
Gen Z and Millennials are the most positive about their future
Lower expectation of more community engagement than global average
Future impact of climate change concerns Turks more than global cohorts
Impact of climate change in the future is a concern for all cohorts
Turks have higher frequency of online socialising with friends and family than globally
Good air quality is important to households in Turkey
Households want to have easy access to public transport
Turks have a strong preference for home-cooked meals
Lack of time is among the most common barriers to cooking at home
Younger generations enjoy the convenience of ordering food for delivery
Millennials and Gen X are more focused on healthy ingredients in food and drinks
Gen X have higher preference for jobs that allow for a strong work-life balance
Gen Z focus on working for a good manager and receiving good training
Older generations look for ways to simplify their life more than other cohorts do
Almost half socialise with friends online at least weekly
Shopping as a leisure activity is still highly popular in Turkey
Baby Boomers are the most enthusiastic leisure shoppers
Three quarters walk or hike for exercise at least weekly
Baby Boomers find the most time to enjoy physical activities
Herbal remedies are most popularly used to reduce stress
Over 60% try to have a positive impact on the environment through their everyday actions
Consumers are most focused on trying to cut down on their use of plastics
Consumers try to buy sustainably-produced items at a higher rate than global average
Baby Boomers are more inclined to boycott brands that do not share their beliefs
Consumers are focused on buying fewer, but higher-quality things
Gen X are more likely to browse in stores even if they do not need to buy anything
Turkish travellers more likely to choose destinations based on the quality of shopping
Millennials are highly focused on shopping opportunities when on holiday
Consumers choose to use their smartphones when purchasing most products
Smartphones are used by all cohorts to make the majority of their purchases
Consumers expect to increase their spending on groceries over other products/services
Gen Z expect to increase their spending on apparel/footwear ahead of other generations
Millennials expect to increase their overall spending ahead of other cohorts
Turks are more active in managing their data than their global counterparts are
Baby Boomers are more engaged online than younger cohorts
Turkish consumers are highly engaged with companies' social media posts
Gen X is most likely to talk to a company's service representative on social media
Over 70% of consumers use mobile banking every week
Millennials more frequently make an in-store mobile payment

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