

## **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.

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### **Table of Contents:**

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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