

Megatrends in Turkey

Market Direction | 2022-12-07 | 58 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1100.00
- Multiple User License (1 Site) €2200.00
- Multiple User License (Global) €3300.00

Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Turkey.

Euromonitor's Megatrends 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 Megatrends 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.

Table of Contents:

Scope

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Digital living
Istanbul's city transit card goes digital and expands its range of services
Consumers are starting to use apps for a wide range of daily activities
Most Turks are protective of their personal data
Baby Boomers pay the most attention to data settings
Independent reviews are the most trusted source of information
A return to in-person activities is expected post-pandemic
Experience more
Abrakadabra to convert user-generated videos into games on its Viewerse platform
Consumers are embracing all types of experience
Online socialising is more common than face-to-face post-pandemic
Relaxation and nature are the most sought-after travel features
Millennials are the keenest to resume in-person activities
Middle class reset
NakitCoins responds to rising demand for crypto investments by opening new offices
Consumers are looking for ways to make cost savings
Repurposing is starting to lose its stigma
Gen X are most likely to increase visits to discounters
Premiumisation
Cagatay Pet Food continues to innovate in the super premium category
Affluent Turks enjoy tailored experiences
Baby Boomers are the most confident in their long-term investments
Quality is important across all categories
Shifting market frontiers
Government attempts to strengthen international image with Turkiye rebrand
Turks are open to experiencing new cultures
Baby Boomers are the most eager to support local business
Shopping reinvented
Trendyol brings live shopping to its e-commerce platform
Smartphones are now the shopping channel of choice for most product categories
Turks are increasing their digital interaction with brands
Millennials are most likely to engage in social commerce
Sustainable living
The Stay Hotels is awarded carbon-neutral status thanks to its sustainable initiatives
Turks take the issue of climate change seriously
Reducing plastics use is the top environmental concern
Consumers are eager to make their voices heard
Biodegradable and recyclable packaging are considered most sustainable
Wellness
Turkey's online fitness platform Ulive continues to develop and expand
Consumers are taking a more proactive approach to health prevention
Herbal remedies and massage are the most common ways to reduce stress
Turks are embracing health tech
Consumers continue to take safety precautions post-pandemic

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Megatrends in Turkey

Market Direction | 2022-12-07 | 58 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1100.00
	Multiple User License (1 Site)	€2200.00
	Multiple User License (Global)	€3300.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com