

Direct Selling in Turkey

Market Direction | 2023-03-14 | 36 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

?Direct selling continued to grow in 2022 as the impact of COVID-19 waned. The continued depreciation of the Turkish lira and related price inflation was the most striking factor in challenging sales. Nevertheless, the Turkish direct selling market, compared to most Western European markets, is, in fact, a dynamic one.

Euromonitor International's Direct Selling 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.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Direct Selling 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:

Direct Selling in Turkey

Euromonitor International

March 2023

List Of Contents And Tables

DIRECT SELLING IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling agents on the rise as the landscape records growth

The rising interest in health and wellness boosts the share of health-focused brands

Farmasi maintains the lead, while health-focused brands show positive growth

PROSPECTS AND OPPORTUNITIES

Direct selling to grow over the forecast period as home working continues

Local players to increase market share on the landscape?

Cultural relevance will ensure the continued growth of direct selling

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2017-2022

Table 2 Direct Selling by Product: % Value Growth 2017-2022

Table 3 Direct Selling GBO Company Shares: % Value 2018-2022

Table 4 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 5 Direct Selling Forecasts by Product: Value 2022-2027

Table 6 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL IN TURKEY

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Retail e-commerce continues to expand at the expense of store based retail

High inflation dampens demand and reduces profitability

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Black Friday

Ramadan (Eid al Fitr)

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 9 Sales in Retail Offline by Channel: Value 2017-2022

Table 10 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 11 Retail Offline Outlets by Channel: Units 2017-2022

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 13 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 16 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 17 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 18 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 19 □Grocery Retailers Outlets by Channel: Units 2017-2022

Table 20 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 21 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 23 □Sales in Non-Grocery Retailers by Channel: Value 2017-2022

Table 24 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022

Table 25 □Non-Grocery Retailers Outlets by Channel: Units 2017-2022

Table 26 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 27 □Retail GBO Company Shares: % Value 2018-2022

Table 28 □Retail GBN Brand Shares: % Value 2019-2022

Table 29 □Retail Offline GBO Company Shares: % Value 2018-2022

Table 30 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 31 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 32 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 33 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 34 □Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 35 □Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 36 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 37 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 38 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 39 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 40 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 42 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 43 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 44 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 45 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

Table 46 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 47 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Table 48 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 50 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 51 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 52 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 53 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 54 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 56 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Direct Selling in Turkey

Market Direction | 2023-03-14 | 36 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-18
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com