

General Merchandise Stores in Turkey

Market Direction | 2023-03-14 | 37 pages | Euromonitor

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Report description:

?General merchandisers saw positive growth in 2022, thanks to department stores recording growth, although variety stores saw a contraction in constant value terms. The pandemic and the subsequent lockdown measures significantly impacted department stores. Following on from a year of growth in 2021, 2022 was more difficult as consumer confidence in the economy weakened, with inflation hitting record highs.

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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