

## Retail in Turkey

Market Direction | 2023-03-14 | 112 pages | Euromonitor

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### Report description:

COVID-19 restrictions' impact on brick-and-mortar retailers was overcome in 2022, with outlets remaining open to the public throughout the year. Although recovery from the pandemic continued to build, consumer demand remained weak compared to 2019. Year-on-year revenue growth in current terms reached up to triple digits. However, the lack of corresponding volume growth highlights that value gain resulted from extreme inflation, pushing price points significantly high. The deterioration of the Tu...

Euromonitor International's Retail 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: Retail E-Commerce, Retail Offline.

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

### Why buy this report?

- \* Get a detailed picture of the Retail 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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