

Megatrends in Turkey

Market Direction | 2023-07-20 | 76 pages | Euromonitor

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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.

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Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Convenience
Avane Cloud Kitchens unveils new virtual restaurant concepts
Gen X and Millennials are most likely to use tech to improve their daily lives
Consumers seek greater flexibility
Shoppers want to see what they buy
Convenience drives e-commerce demand
Cooking is seen as an inconvenience by younger consumers
Digital living
Turkish central bank moves forward with development of digital lira
Turkey is a nation of gamers
Consumers are protective of their personal data
Millennials most likely to share data for offers
Friends and family are the most trusted information source
Consumers expect more face-to-face contact post-pandemic
Diversity and inclusion
DFINITY Foundation and Patika.dev launch Web 3.0 bootcamp for Turkish women
Millennials are the most vocal on social media
Turkish consumers value helping those in need
Most feel comfortable expressing their identity
Millennials pay the closest attention to company values
Experience more
LC Waikiki trials its first metaverse store
People now socialise more frequently online than in person
Consumers seek relaxation and safety when travelling
Consumers still prefer real world over online experiences
Personalisation
Sabiha Gokcen airport launches new loyalty programme for travellers
Millennials are the most enthusiastic about virtual activities
Most consumers are looking for unique experiences
Premiumisation
Kristal Kola set to launch Turkey's first canned spring water
Consumers want a simpler life
Gen X have the most confidence in their long-term investments
Consumers prioritise health and quality
Pursuit of value
Nivogo opens Turkey's first "circular stores"
Gen X are the most frugal cohort
Concern increases over rising living costs
Consumers are starting to embrace the circular economy
Gen Z are the most eager to save money
Shopper reinvented
Hepsiburada Smart by MIMEX - Turkey's first cashierless store concept
Millennials are the most trusting of celebrity-endorsed brands
E-commerce is now the preferred channel in many categories

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S-commerce is on the rise
Millennials interact most with brands online
Sustainable living
New recycling system for drinks containers to be mandatory from 2024
Most are concerned about the impact of global warming
Consumers are actively engaged in sustainable practices
Reducing plastics use tops the list of green activities
Turkish consumers are keen to make their voices heard
Biodegradable packaging is considered the most sustainable
Wellness
Yayla adds to its range of healthy ready meals
Herbal remedies are commonly used to alleviate stress
Consumers are taking a greater interest in healthy ingredients
People remain concerned about health and safety when out and about
Leverage the power of megatrends to shape your strategy today

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