

General Merchandise Stores in Turkey

Market Direction | 2024-03-04 | 36 pages | Euromonitor

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Report description:

Within general merchandise stores, department stores accounted for significantly more value sales than variety stores in Turkey in 2023. The only major player in variety stores is German global player Tchibo, while there are three significant players within department stores. Over the review period, department stores have also been modernising and expanding their ranges from both local and global brands.

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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