

Retail in Turkey

Market Direction | 2024-03-04 | 101 pages | Euromonitor

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Report description:

Retail registered both an increase in current and constant value sales in 2023. The Turkish economy improved somewhat in 2023, as significant interest rates hikes and significant currency devaluation dampened inflation. However, inflation remained very high, with imports in particular being more expensive, due to the steep currency devaluation.

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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