

**Consumer Values and Behaviour in Turkey**

Market Direction | 2024-06-26 | 58 pages | Euromonitor

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**Report description:**

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour 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 Consumer Values 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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## Consumer values and behaviour in Turkey

Taking health and safety precautions when leaving home remains crucial  
Older generations are more concerned about rising costs of everyday goods  
Turkish consumers have a habit of testing out new products and services  
Millennials demand uniquely tailored offerings and solutions  
Turkish consumers are less optimistic about the future compared to the global average  
Gen Z remain the most optimistic about their outlook on life  
Millennials are most active in keeping themselves busy at home  
Safe location is the most appreciated home feature among Turkish consumers  
Consumers prefer to cook or bake for themselves  
Turkish consumers say that another member of the family usually prepares meals for them  
Spending time elsewhere remains a major reason for younger generations not cooking  
Identifying healthy ingredients remains the most important dietary restriction in Turkey  
Gen X are the most likely to demand a job allowing balance between work and personal lives  
Earning a lucrative income is top of the work priority list  
Strong demand for clear separation between professional and personal lives  
Weekly online socialising is the most preferred leisure activity among Turks  
Younger generations are most likely to go and support their favourite sports teams or players  
Turkish consumers prioritise hotels and resorts that offer comprehensive packages when travelling  
Family-orientated and child-friendly features highest on priority list for millennials  
Less strenuous exercise such as walking or hiking is the most frequent training routine  
Baby boomers prefer slower paced exercise  
Millennials are taking active steps to reduce stress and manage their mental health  
Turkish consumers remain concerned about climate change  
Consumers are actively pursuing environmentally-conscious lifestyles  
Gen Z consumers are least concerned about green behaviours and activism  
Gen X are most likely to share their opinions online on social/political issues  
Turkish consumers are much less concerned about finding bargains than the rest of the world  
Baby boomers are most likely generation to enjoy visiting shopping malls  
Consumers search for products that feature labels that are straightforward  
Millennials prefer tried and tested brands  
Consumers in Turkey are drawn to digital streaming services  
Spending on groceries is expected to see the biggest increase in the future  
Gen X are expected to contribute the largest increase in grocery spending  
Consumers in Turkey feel at ease with their current financial situation  
Gen Z rely on financial support from family and friends or subsidies from the government  
Less than one in four baby boomers intends to save more in the future  
Turkish consumers take an active role in controlling the sharing of data and managing privacy settings  
Millennials at the forefront in managing their online profiles and behaviour  
Turkish consumers use a range of messaging or communications apps  
Millennials are most actively using communication or messaging apps  
Online shopping and interactions driven by millennial consumers  
Turkish consumers are more likely to make purchases via social media than the global average  
Millennials are much more comfortable engaging with companies online

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