

# Convenience Retailers in Turkey

March 2024

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#### Convenience Retailers in Turkey - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Significant number of outlet openings 2023

Yildiz leads in terms of outlets

Continued growth for forecourt retailers

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Further opening of outlets over forecast period

Convenience stores benefit from ownership by larger grocery retailers

Private label key to growth over forecast period

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Healthy demand for luxury goods

More subdued value growth for e-commerce

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

Black Friday

Ramadan (Eid al Fitr)

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