

# Hypermarkets in Turkey

March 2024

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## Hypermarkets in Turkey - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Further increase in constant value sales in 2023

Migros continues to dominate

Hypermarkets stall expansion

## PROSPECTS AND OPPORTUNITIES

Slower growth than over review period

Larger and more varied selection of imported and premium products remains a key pull for hypermarkets

Private label plays a bigger role

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Healthy demand for luxury goods

More subdued value growth for e-commerce

What next for retail?

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Opening hours for physical retail

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Seasonality

Black Friday

Ramadan (Eid al Fitr)

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