Euromonitor International

Supermarkets in Türkiye

May 2026

Table of Contents

Supermarkets in Türkiye - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Migros Expands Rapid Delivery to Drive Online Loyalty
Chart 2 - Migros Launches Rapid Delivery Service
Macrocenter Captures Premium Shoppers with Gourmet Ready Meals
Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Digital Investment and Local Partnerships Should Drive Sustained Value Growth
Private Label Expansion Delivers Affordability and Loyalty Gains
Sustainability Initiatives and Local Sourcing Enhance Brand Reputation
Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Migros Accelerates Expansion as File Focuses on Hybrid Shoppers
Chart 5 - Analyst Insight for Supermarkets
Chart 6 - Company Shares 2025
Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Supermarkets
Chart 9 - Real GDP Growth 2020-2030
Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Supermarkets
Chart 12 - Population 2020-2030
Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Türkiye - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Discounters Expand Private Label to Support Spending
Online-First Retailers Use Exclusive Launches to Drive Digital Adoption
Open Markets Maintain Relevance as Formal Formats Gain Ground
Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label and E-Commerce Set to Remain the Key Growth Drivers
Ai and M-Commerce Set to Win over Digital Natives
Chart 17 - Forecast Value Sales 2020-2030
Chart 18 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bim Strengthens Its Leadership as Uber Acquisition Reshapes Delivery Landscape
Chart 19 - Uber Acquires Trendyol Go
Chart 20 - Analyst Insight for Retail
Lululemon and Florentia Village Bring New Ideas to the Market
Chart 21 - Lululemon Enters Turkey with a New Retail Concept
Chart 22 - Company Shares 2025
Chart 23 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 24 - Standard Opening Hours by Channel Type 2025
Seasonality
Black Friday
Ramadan (Eid al Fitr)

ECONOMIC CONTEXT

Chart 25 - Economic Context for Retail
Chart 26 - Real GDP Growth 2020-2030
Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Retail
Chart 29 - Population 2020-2030
Chart 30 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/supermarkets-in-turkiye/report.