



**Euromonitor
International**

Consumer Values and Behaviour in Turkey

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CONSUMER VALUES AND BEHAVIOURS IN TURKEY

Scope

HIGHLIGHTS

Consumer values and behaviour in Turkey

PERSONAL TRAITS AND VALUES

Most consumers are concerned about the rising cost of every day items

Older generations follow safety measures before leaving the house

Turks enjoy experimenting with new projects and services

Older generations are most likely to research products before purchasing

Consumers in Turkey say it is likely that they will experience greater happiness in the future

Baby Boomers look forward to having an increased amount of spare time

HOME LIFE

At home, consumers connect with friends or family virtually

COOKING AND EATING HABITS

Turks prefer to cook or bake themselves

Over a quarter of consumers say that another person is responsible for cooking for them

Gen Z are most likely to state that they do not have time to cook

63% of Turks look for healthy ingredients in food and beverages

WORKING LIFE

Younger generations prefer a job that enables a positive work life balance

Consumers in Turkey primarily desire a high salary

Turks say they have a strict boundary between work and personal life

LEISURE

Turks engage in online social activities

Older generations go shopping for leisure

Consumers in Turkey primarily seek getting the best return on money spent when travelling

Baby Boomers are most likely to choose all-inclusive hotels and resorts

HEALTH AND WELLNESS

Turks walk or hike for exercise

Gen Z engage in alternative solo athletic activities

Consumers are interested in herbal remedies to improve wellbeing

SUSTAINABLE LIVING

Consumers in Turkey are concerned about the climate change

Almost half of consumers reduce plastic use and recycle items

Consumers are motivated to opt for products that consume less energy

Many consumers buy from brands aligned with their social and political values

SHOPPING

Many consumers will buy fewer, higher quality items

Older generations are more likely to support local businesses

Over 30% of Turks attempt to adopt a minimalist way of living

Gen Z are most willing to buy second-hand or previously-owned items

Consumers in Turkey subscribe to online platforms for streaming media

SPENDING

Consumers in Turkey intend to increase spending on groceries

Older generations foresee increasing spending on groceries the most
Over 25% of consumers rely on credit cards or overdrafts for everyday expenses
Baby Boomers are the most uneasy about their current monetary status
Generation Z intend to save money over the next 12 months

TECHNOLOGY

Consumers in Turkey actively manage data sharing and privacy settings
Baby Boomers believe that targeted ads are intrusive
Turks utilise platforms for communicating digitally
Older generations regularly check their personal banking information online
Millennials are most likely to read consumer reviews and buy products online
Over a quarter of consumers buy items from social media platforms
Younger generations show support for companies by following their social media updates

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