

Homeshopping in Turkey

March 2022

Table of Contents

Homeshopping in Turkey - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of bottled water drives home shopping channel in 2021

Price inflation pushing consumers from lower socioeconomic background towards tap water

Nestlé Waters leads sales in the channel

PROSPECTS AND OPPORTUNITIES

Homeshopping to grow over forecast period

Water filters for tap water threat to the channel over the long term

Social factors to bolster homeshopping growth

CHANNEL DATA

Table 1 - Homeshopping by Category: Value 2016-2021

Table 2 - Homeshopping by Category: % Value Growth 2016-2021

Table 3 - Homeshopping GBO Company Shares: % Value 2017-2021

Table 4 - Homeshopping GBN Brand Shares: % Value 2018-2021

Table 5 - Homeshopping Forecasts by Category: Value 2021-2026

Table 6 - Homeshopping Forecasts by Category: % Value Growth 2021-2026

Retailing in Turkey - Industry Overview

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

E-commerce continues its growth

Year of two halves in terms of performance

Physical and digital retail to be more integrated than ever

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 - Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 7 - Cash and Carry Sales: Value 2016-2021

Seasonality

New Year's Eve

Back to School

Other seasonal events

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 8 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 9 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 10 - Sales in Store-based Retailing by Channel: Value 2016-2021

Table 11 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 12 - Store-based Retailing Outlets by Channel: Units 2016-2021

Table 13 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 14 - Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 15 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 18 - Sales in Grocery Retailers by Channel: Value 2016-2021

Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 20 - Grocery Retailers Outlets by Channel: Units 2016-2021

Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 22 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 23 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 24 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 25 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 26 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 27 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 28 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 29 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 30 - Sales in Mixed Retailers by Channel: Value 2016-2021

Table 31 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 32 - Mixed Retailers Outlets by Channel: Units 2016-2021

Table 33 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 34 - Retailing GBO Company Shares: % Value 2017-2021

Table 35 - Retailing GBN Brand Shares: % Value 2018-2021

Table 36 - Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 37 - Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 38 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 39 - Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 40 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 41 - Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 42 - Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 43 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 44 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 45 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 46 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 47 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 48 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 49 - Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 50 - Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 51 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 52 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 53 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 54 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 55 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 56 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 57 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 58 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 59 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 60 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 61 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 62 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 63 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 64 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 65 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 66 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 67 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 68 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 69 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 70 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 71 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 72 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 73 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 74 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 75 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 76 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 77 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 78 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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/homeshopping-in-turkey/report.