



Supermarkets in Turkey

March 2023

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Supermarkets in Turkey - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth continues, benefiting from close proximity to consumers
Supermarkets focus on deals and discounts during a time of economic hardship
Migros Tic AS leads, focusing on four separate store formats

PROSPECTS AND OPPORTUNITIES

Supermarkets record modest growth while seeing further expansion
Local supermarket brands remain competitive against international players
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High inflation dampens demand and reduces profitability
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