



# Retail in Turkey 2009

Market analysis and development  
forecasts for 2009-2010

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Publication date: March 2009

Language: English

## A word from the coordinator



Despite its road to success has not been a bed of roses for Turkey, the country is one of the most promising markets in terms of retail development in Europe. At present, it records retail sales values comparable to Poland, yet it is inhabited by almost twice as many people. What is more, in terms of demographics the country is young and dynamically growing.

The inflow of foreign investment as well as the development of strong domestic retail groups leads to modernization of the Turkish retail. In spite of the long market tradition, unorganized channels, like bakkals (small family-owned stores), open markets and street vendors are gradually being replaced by modern retail structures.

**Małgorzata Machnicka**, Head Retail Analyst

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**MarketInsight**  
Methodology





Roughly 60% of the grocery trade in Turkey comes via non-organised retail channels, including *bakkals* and *bazaars*.

## Report description

**Retail in Turkey 2009** paints a complete picture of the retail market in Turkey by presenting information on current market conditions, analyzing the current situation in both grocery and non-food sectors, and providing solid forecasts for the upcoming two year period.

Turkey's macroeconomic background is explored, along with conditions responsible for prevailing trends. Retail sales figures are given, along with detailed profiles of market leaders in the grocery, consumer electronics, DIY, fashion and cosmetics with toiletries segments.

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## Key sections

**Retail in Turkey 2009** presents comprehensive and detailed market data and analysis in the following four sections:

**Section One** explains the macroeconomic landscape that underlies Turkey's retail sector, supplying data on key macroeconomic indicators and population.

**Section Two** presents a comprehensive overview of the entire Turkish retail market, including sales figures ranging from 2006 to 2008 along with projected amounts from 2009-2010. Useful data on available retail space within the country accompanies the newest information on leaders in the market – both foreign and domestic in origin.

**Section Three** focuses on the retail market for grocery products, providing an overview of sales data in years 2006-2010 along with description of current trends and activities of grocery retail leaders within Turkey with the profiles of major players.

**Section Four** provides valuable data of sales 2006-2010 describing conditions prevalent among retailers dealing in consumer electronics and appliances, DIY stores, fashion outlets and purveyors of cosmetics with the major players' profiles.

Concentration in the Turkish grocery retail will increase rapidly during the next few years.

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The largest retailers in Turkey include Migros Turk, BIM and CarrefourSA.

## Report overview

**Retail in Turkey 2009** is a comprehensive research tool containing reliable data and insightful analysis of the market in general and both the grocery and non-food retail sectors. Features include:

- A complete treatment of the current macroeconomic background of Turkey
- Detailed population and demographic statistics

A variety of market players, conditions and strategies converge to create the current story of Turkish retail. This report presents an overview of past sales, current trends, and leading players along with solid forecasts. Read about:

- Sales for the years 2006-2010
- Trends and how leading companies are maximising them
- Success of foreign vs. domestic retailers in Turkish markets
- Status of business concerns such as retail space availability

Grocery retailers make up a sizeable portion of the Turkish market and exert a marked influence on its success. Sales data and trends are also valuable indicators of future performance on the market as a whole. **Retail in Turkey 2009** reports on:

- Sales for the years 2006-2010
- Grocery retail distribution
- Leading retailers of groceries

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The 'other half' of the market success story in Turkish retail lies with the non-food products segment. Sales data, overviews and key player profiles are furnished for the following product distribution channels:

- Consumer electronics and appliance retailers
- DIY stores
- Fashion sellers
- Cosmetic and toiletry retailers

### Retail in Turkey 2009 is especially targeted to the needs of:

- Companies currently active in the retail market in Turkey
- Companies interested in entering the retail market in Turkey
- Consulting and research companies and analytical institutes
- Government agencies, embassies and other trade organizations

More than one fifth of retail and wholesale enterprises operating in Turkey are situated in Istanbul, the largest Turkish city.

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