Books, News and Stationery Retailing in Turkey - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Books, News and Stationery products market in Turkey has been witnessing steady growth over the past few years. Growing literacy levels and an increasing number of universities and students are leading to the growth of the Turkish books, news, and stationery market. Similarly to many other countries, book stores across Turkey are closing down due to decreasing sales through physical stores. Sales from online stores are witnessing significant growth due to a wider product choice.

Key Findings
- Books, news and stationery segment is projected to witness robust growth over the next few years and account for 3.5% of the total retail market by 2019.
- Growing literacy levels and an increasing number of universities and students are leading to the growth of the Turkish books, news, and stationery market.
- Online retail channel to post healthy growth in the forecast period
- Advent of digital technology, increasing internet penetration, and increasing adoption of mobile devices is projected to pose a challenge to sales of books, news and stationery products.

Synopsis
"Books, News and Stationery Retailing in Turkey - Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting books, news and stationery retail dynamics for printed media, stationery and cards from 2009 to 2019
- Sales of books, news and stationery products through the following channels from 2009 to 2019: Music, video, book, stationery and entertainment software specialists; convenience stores (including Independents) and gas stations; online; other specialist retailers; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers
- An overview of key books, news and stationery retailers operating across Turkey and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on books, news and stationery sector in the Turkish retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in books, news and stationery category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including printed media and stationery and cards, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the books, news and stationery market

- Analysis of key international and domestic players operating in the books, news and stationery market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

Contents:

1 Introduction
1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
3.1 Strong economy offers ample growth opportunities for retailers
3.1.1 Robust economy with high growth potential - A positive sign for retailers
3.1.2 Turks tend to spend more as reflected by the lower savings rate
3.1.3 Services sector continues to be the dominant sector for employment
3.1.4 Retailers to benefit from moderate inflation levels
3.1.5 Household consumption doubles, driving spending power
3.1.6 Increasing urbanization is an ideal scenario for retailers
4 Turkish Shoppers
4.1 Supermarkets and big discounters making inroads into market share of local stores that enjoy customer loyalty
4.2 Burgeoning young and middle class consumer demographics - the key target areas for retailers
4.3 Retailers need to balance between westernized, secular and conservative Muslim population
4.4 Increasing number of Turks looking for wholesome shopping experience
4.5 Increasing popularity of credit/debit cards as mode of payments
4.6 E-commerce has great potential for development in both rural and urban areas
4.6.1 M-commerce is a significant trend for rural communities
4.7 Increasing number of foreign tourist to aid retail growth
5 Doing Business in Turkey
5.1 Summary
5.1.1 Bureaucracy
5.1.2 Business culture
5.1.3 Infrastructure and logistics
5.2 Laws for foreign investments
5.3 Regulations to ease retail business establishment
5.4 Draft law on regulation of organized retailers
5.5 Taxation policies
6 Retail - Product Sectors
6.1 Product Sector Analysis
6.1.1 Books, News, and Stationery
6.2 Books, News and Stationery Category Overview
6.2.1 Books, News and Stationery by Channel
6.2.2 Books, News and Stationery by Category
6.3 Books, News and Stationery Category Analysis
6.3.1 Printed Media
6.3.2 Stationery and Cards
6.4 Major Retailers
6.4.1 Books, News and Stationery
7 Appendix
7.1 Definitions
7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

List of Tables
Figure 35: Turkey Books, News and Stationery Retail Market Dynamics, by Category 2009-2019
Figure 36: Turkey Printed Media Retail Sales and Forecast (TRY mn), by Channel Group, 2009-2019
Figure 37: Turkey Stationery and Cards Retail Sales and Forecast (TRY mn), by Channel Group, 2009-2019
Figure 38: The Triangulated Market Sizing Methodology

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