Food and Grocery 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: Food and grocery is by far the largest product sector in Turkey in terms of share of total retail sales. This sector is expected to witness a robust CAGR of 4.4% over the forecast period to reach TRY256.7 billion by 2019. Turkish consumers still prefer the local shops called the bakkals over the modern retail formats, but these modern retail stores are fast gaining prominence. Rapid pace of urbanization, increasing disposable incomes and improving living standards is set to drive the demand for high quality food and grocery products thereby auguring well for the market.

Key Findings
- Food and grocery is expected to grow at a CAGR of 4.4%
- Supermarkets and big discounters making inroads into market share of local stores that enjoy customer loyalty.
- Improving living standards and burgeoning youth population is resulting in new consumption trends thereby increasing the per head expenditure on food and grocery.
- Drinks segment is expected to be the most promising market during the forecast period, with a CAGR of 6.7% over the next five years.

Synopsis
“Food and Grocery 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 food and grocery retail dynamics for drinks, household products, packaged food, tobacco and unpackaged food from 2009 to 2019
- Sales of food and grocery products through the following channels from 2009 to 2019: Hypermarkets, supermarkets and hard-discounters; food and drinks specialists; convenience stores (including Independents) and gas stations; cash and carries and warehouse clubs; other general and non-specialist direct retailers; value, variety stores and general merchandise retailers; online; drug stores and health and beauty stores; vending machines; duty free retailers; department stores; other specialist retailers.
- An overview of key food and grocery retailers operating across Turkey and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on food and grocery 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 food and grocery 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 drinks, household products, packaged food, unpackaged food and tobacco in the market, with insights on performance across key channels from 2009,
- 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 food and grocery market

- Analysis of key international and domestic players operating in the food and grocery 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 Food and Grocery
6.2 Food and Grocery Category Overview
6.2.1 Food and Grocery by Channel
6.2.2 Food and Grocery by Category
6.3.1 Drinks
6.3.2 Household Products
6.3.3 Packaged Food
6.3.4 Tobacco
6.3.5 Unpackaged Food
6.4 Major Retailers
6.4.1 Food and Grocery
7 Appendix
7.1 Definitions
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

Table 1: Turkey Food and Grocery Retail Sales (TRY mn), by Channel Group, 2009-2014
Table 2: Turkey Food and Grocery Retail Sales Forecast (TRY mn), by Channel Group, 2014-2019
Table 3: Turkey Food and Grocery Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 4: Turkey Food and Grocery Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 5: Turkey Food and Grocery Retail Segmentation (% value), by Channel Group, 2009-2019
Table 6: Turkey Food and Grocery Retail Sales (TRY mn), by Category, 2009-2014
Table 7: Turkey Food and Grocery Retail Sales Forecast (TRY mn), by Category, 2014-2019
Table 8: Turkey Food and Grocery Retail Sales (US$ mn), by Category, 2009-2014
Table 9: Turkey Food and Grocery Retail Sales Forecast (US$ mn), by Category, 2014-2019
Table 10: Turkey Food and Grocery Retail Segmentation, by Channel Group, 2009-2019
Table 11: Turkey Drinks Retail Sales (TRY mn), by Channel Group, 2009-2014
Table 12: Turkey Drinks Retail Sales Forecast (TRY mn), by Channel Group, 2014-2019
Table 13: Turkey Drinks Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 14: Turkey Drinks Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 15: Turkey Drinks Retail Segmentation, by Channel Group, 2009-2019
Table 16: Turkey Household Products Retail Sales (TRY mn), by Channel Group, 2009-2014
Table 17: Turkey Household Products Retail Sales Forecast (TRY mn), by Channel Group, 2014-2019
Table 18: Turkey Household Products Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 19: Turkey Household Products Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 20: Turkey Household Products Retail Segmentation, by Channel Group, 2009-2019
Table 21: Turkey Packaged Food Retail Sales (TRY mn), by Channel Group, 2009-2014
Table 22: Turkey Packaged Food Retail Sales Forecast (TRY mn), by Channel Group, 2014-2019
Table 23: Turkey Packaged Food Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 24: Turkey Packaged Food Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 25: Turkey Packaged Food Retail Segmentation, by Channel Group, 2009-2019
Table 26: Turkey Tobacco Retail Sales (TRY mn), by Channel Group, 2009-2014
Table 27: Turkey Tobacco Retail Sales Forecast (TRY mn), by Channel Group, 2014-2019
Table 28: Turkey Tobacco Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 29: Turkey Tobacco Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 30: Turkey Tobacco Retail Segmentation, by Channel Group, 2009-2019
Table 31: Turkey Unpackaged Food Retail Sales (TRY mn), by Channel Group, 2009-2014
Table 32: Turkey Unpackaged Food Retail Sales Forecast (TRY mn), by Channel Group, 2014-2019
Table 33: Turkey Unpackaged Food Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 34: Turkey Unpackaged Food Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 35: Turkey Unpackaged Food Retail Segmentation, by Channel Group, 2009-2019
Table 36: Key Food and Grocery Retailers in Turkey
Table 37: Turkey Exchange Rate TRY-USD (Annual Average), 2009-2014
Table 38: Turkey Exchange Rate TRY-USD (Annual Average), 2015-2019 Forecasts
Table 39: Retail Channel Definitions
Table 40: Retail Category Definitions

List of Figures

Figure 1: GDP Value (US$ billion), 2009-2014
Figure 2: Growth Rate of GDP (US$ billion, %), 2009-2014
Figure 3: GDP Value and Growth (TRY billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (TRY billion, %), 2014-2019
Figure 5: Gross Domestic Savings as a Percentage of GDP (%), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate(%), 2005-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of Turkey (TRY billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
Figure 12: Rural and Urban Populations (millions) 2004, 2014 and 2019
Figure 13: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 14: Population Split by Gender (%), 2014 and 2019E
Figure 15: Population Split by Age Group (%), 2014 and 2019
Figure 16: Per Capita Spend on Retail (TRY), 2006 and 2014
Figure 17: Per Capita Spend (TRY)and Total Retail Spend by Age Group (%), 2006 and 2019
Figure 18: Young and middle class population are key target groups
Figure 19: Increasing use of credit cards in Turkey
Figure 20: E-commerce and M-commerce are on a rise
Figure 21: Tourist arrivals to Turkey, (in thousands), 2009 and 2014
Figure 22: Major Province with High Spend on Retail
Figure 23: Key Components of Doing Business in Turkey
Figure 24: Withholding Taxes on Selected Payments of Resident/Non-Resident Corporations
Figure 25: Major Transaction Taxes
Figure 26: Share of Food and Grocery in overall Retail 2014 and 2019
Figure 27: Retail Sales Value and Growth (TRY billion, %) of Food and Grocery 2014-2019
Figure 28: Spend per Head on Food and Grocery 2014 and 2019
Figure 29: Online Spend in Food and Groceries 2014-2019
Figure 30: Online Share of total Food and Grocery Spend 2014 and 2019
Figure 31: Spending per Channel in Food and Grocery (%) 2014 and 2019
Figure 32: Turkey Food and Grocery Retail Sales and Forecast (TRY mn), by Channel Group, 2009-2019
Figure 33: Turkey Food and Grocery Retail Market Dynamics, by Channel Group, 2009-2019
Figure 34: Turkey Food and Grocery Retail Sales and Forecast (TRY mn), by Category 2009-2019
Figure 35: Turkey Food and Grocery Retail Market Dynamics, by Category 2009-2019
Figure 36: Turkey Drinks Retail Sales and Forecast (TRY mn), by Channel Group, 2009-2019
Figure 37: Turkey Household Products Retail Sales and Forecast (TRY mn), by Channel Group, 2009-2019
Figure 38: Turkey Packaged Food Retail Sales and Forecast (TRY mn), by Channel Group, 2009-2019
Figure 39: Turkey Tobacco Retail Sales and Forecast (TRY mn), by Channel Group, 2009-2019
Figure 40: Turkey Unpackaged Food Retail Sales and Forecast (TRY mn), by Channel Group, 2009-2019
Figure 41: The Triangulated Market Sizing Methodology

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