



Euromonitor
International

Hypermarkets in Turkey

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Hypermarkets sees growth in value sales
- Consumers show rising interest in local produce
- Consolidated competitive environment

PROSPECTS AND OPPORTUNITIES

- More variety will remain key growth driver
- Low-cost options will be important to boosting sales
- Hypermarkets players invest in improving and increasing their foodservice offers

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Retail in Turkey - Industry Overview

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- Self-checkout system technology becomes more prevalent
- GenAI and social and ecological activism trends gain traction
- What next for retail?

OPERATING ENVIRONMENT

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