



Euromonitor
International

Supermarkets in Turkey

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Supermarkets sees further growth in 2024
- Migros continues to expand
- Strategic reallocation of shelf space

PROSPECTS AND OPPORTUNITIES

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- Sharper focus on sustainability and greater offer of local produce anticipated for forecast period
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- GenAI and social and ecological activism trends gain traction
- What next for retail?

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