



Euromonitor
International

Convenience Retailers in Turkey

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience stores continue to register value sales growth in 2024
Yildiz leads in terms of number of outlets, Migros holds the highest value share
Further expansion for forecourt retailers

PROSPECTS AND OPPORTUNITIES

More outlets to open during forecast period
Private label will be the key to growth
Convenience stores benefit from ownership by larger grocery retailers

CHANNEL DATA

- Table 1 - Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 2 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 3 - Sales in Convenience Retailers by Channel: Value 2019-2024
- Table 4 - Sales in Convenience Retailers by Channel: % Value Growth 2019-2024
- Table 5 - Convenience Retailers GBO Company Shares: % Value 2020-2024
- Table 6 - Convenience Retailers GBN Brand Shares: % Value 2021-2024
- Table 7 - Convenience Retailers LBN Brand Shares: Outlets 2021-2024
- Table 8 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 9 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 10 - Forecast Sales in Convenience Retailers by Channel: Value 2024-2029
- Table 11 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

Retail in Turkey - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Self-checkout system technology becomes more prevalent
GenAI and social and ecological activism trends gain traction
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2024
Seasonality
Black Friday
Ramadan (Eid al Fitr)

MARKET DATA

- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 14 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 16 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 32 - Retail GBO Company Shares: % Value 2020-2024

Table 33 - Retail GBN Brand Shares: % Value 2021-2024

Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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