

General Merchandise Stores in Turkey

March 2025

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General Merchandise Stores in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores adopting strategies for positive environmental and societal impact Boyner remains overall leader of general merchandise stores Al projects as cornerstone of technological progress

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Investment in shopping centres will decline Moderate value growth expected for variety stores Shifting trend in malls from fashion to logistics and tech may hinder growth for department stores

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