

# Hypermarkets in Turkey

March 2024

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## Hypermarkets in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further increase in constant value sales in 2023

Migros continues to dominate

Hypermarkets stall expansion

#### PROSPECTS AND OPPORTUNITIES

Slower growth than over review period

Larger and more varied selection of imported and premium products remains a key pull for hypermarkets

Private label plays a bigger role

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More subdued value growth for e-commerce

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Seasonality

Black Friday

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