



Consumer Lifestyles in Turkey

June 2024

Table of Contents

Scope

CONSUMER LANDSCAPE

Consumer landscape in Turkey 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Turks feel concerned with rising unit prices of essential goods

Older generations prioritise spending time with close family

Gen X most likely to give back to those in need

Turkish consumers are willing to explore and try new offerings

Younger generations more optimistic about the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Turks most regularly socialize online during their time at home

Turkish consumers prefer socialising face-to-face as a leisure activity

Gen X more interested in a home's shared living space than other generations are

Baby boomers would most like to live near access to public transport

Consumers in Turkey more likely to prefer all-inclusive hotels and resorts when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Millennials most actively trying to monitor what they eat to lose weight

Not having time to cook remains major barrier to cooking at home

Turkish consumers prefer to cook their own meals

Younger consumers pay closer attention to nutritional labels

Turks are willing to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Baby boomers and Gen Z want to work with like-minded individuals

Consumers in Turkey seek a healthy work-life balance

Baby boomers most driven by promises of a competitive salary

Turks have entrepreneurial ambitions and want to be their own boss

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Turks prefer to walk or hike for exercise at least once a week

Herbal remedies most popular stress-reduction measure among older generations

Turks consider health and nutritional properties to be the most influential product feature

Millennials most likely to own a health and fitness tracking device

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Turkish consumers increasing their visits to discount stores

Millennials most committed to buying brands based on known reputation

Gen X more likely to seek out products with clear labels

Turkish consumers committed to supporting locally-owned stores and buying local goods

Gen X consumers committed to promotion of ethical shopping habits

Younger generations most likely to engage and interact with brands online

Consumers primarily trust recommendations from friends and family

Younger generations intending to boost their savings

Older generations more reliant on credit for everyday purchases

Shopping and spending survey highlights

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