



# Consumer Values and Behaviour in Turkey

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Scope

## HIGHLIGHTS

Consumer values and behaviour in Turkey

## PERSONAL TRAITS AND VALUES

Taking health and safety precautions when leaving home remains crucial

Older generations are more concerned about rising costs of everyday goods

Turkish consumers have a habit of testing out new products and services

Millennials demand uniquely tailored offerings and solutions

Turkish consumers are less optimistic about the future compared to the global average

Gen Z remain the most optimistic about their outlook on life

## HOME LIFE

Millennials are most active in keeping themselves busy at home

Safe location is the most appreciated home feature among Turkish consumers

## COOKING AND EATING HABITS

Consumers prefer to cook or bake for themselves

Turkish consumers say that another member of the family usually prepares meals for them

Spending time elsewhere remains a major reason for younger generations not cooking

Identifying healthy ingredients remains the most important dietary restriction in Turkey

## WORKING LIFE

Gen X are the most likely to demand a job allowing balance between work and personal lives

Earning a lucrative income is top of the work priority list

Strong demand for clear separation between professional and personal lives

## LEISURE

Weekly online socialising is the most preferred leisure activity among Turks

Younger generations are most likely to go and support their favourite sports teams or players

Turkish consumers prioritise hotels and resorts that offer comprehensive packages when travelling

Family-orientated and child-friendly features highest on priority list for millennials

## HEALTH AND WELLNESS

Less strenuous exercise such as walking or hiking is the most frequent training routine

Baby boomers prefer slower paced exercise

Millennials are taking active steps to reduce stress and manage their mental health

## SUSTAINABLE LIVING

Turkish consumers remain concerned about climate change

Consumers are actively pursuing environmentally-conscious lifestyles

Gen Z consumers are least concerned about green behaviours and activism

Gen X are most likely to share their opinions online on social/political issues

## SHOPPING

Turkish consumers are much less concerned about finding bargains than the rest of the world

Baby boomers are most likely generation to enjoy visiting shopping malls

Consumers search for products that feature labels that are straightforward

Millennials prefer tried and tested brands

Consumers in Turkey are drawn to digital streaming services

## SPENDING

Spending on groceries is expected to see the biggest increase in the future

Gen X are expected to contribute the largest increase in grocery spending  
Consumers in Turkey feel at ease with their current financial situation  
Gen Z rely on financial support from family and friends or subsidies from the government  
Less than one in four baby boomers intends to save more in the future

## TECHNOLOGY

Turkish consumers take an active role in controlling the sharing of data and managing privacy settings  
Millennials at the forefront in managing their online profiles and behaviour  
Turkish consumers use a range of messaging or communications apps  
Millennials are most actively using communication or messaging apps  
Online shopping and interactions driven by millennial consumers  
Turkish consumers are more likely to make purchases via social media than the global average  
Millennials are much more comfortable engaging with companies online

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