



Consumer Lifestyles in Turkey

June 2025

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Consumer landscape in Turkey 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Turkey feel concerned that the cost of everyday items is going up

Time with children: Most prioritised by Gen X

Turkish consumers agree experiencing cultures outside their own is important

Younger generations prefer virtual reality to real world experiences

Gen Z anticipate an improvement in their quality of life

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Millennials spend most time connecting with friends and family virtually when at home

Consumers in Turkey enjoy interacting with friends face to face

Shared living space: Most desired home feature by Millennials

Urban or inner city location: Most desired external feature by Gen X

Turks seek getting the best return on money spent when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in Turkey look for healthy ingredients in food and beverages

Gen Z has the biggest doubt in their own cooking ability

Younger generations often snack during the day in between meals

Baby Boomers look for healthy ingredients in food and beverages

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Millennial employees prioritise ethical and social responsibility within the workplace

Consumers in Turkey want to have the flexibility to work from own home

Younger employees want to obtain quality training

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents walk or hike for exercise

Meditation remains popular stress-reduction activity among younger generations

Respondents think health and nutritional properties is the most influential product feature

Younger generations more likely to own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Turks visit stores that offer loyalty programmes or memberships

Older generations say they would rather buy fewer, but higher-quality things

Millennials look for personalised shopping experiences

Older generations make effort to support locally-owned stores
Consumers often sell used or second-hand items
Gen Z regularly write reviews for a products or services
Younger generations use price comparison websites
Turks set to increase spending on groceries the most
Older generations are concerned about their current monetary situation
Shopping and spending survey highlights

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