



Consumer Values and Behaviour in Turkey

June 2025

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CONSUMER VALUES AND BEHAVIOURS IN TURKEY

Scope

HIGHLIGHTS

Consumer values and behaviour in Turkey

PERSONAL TRAITS AND VALUES

Consumers in Turkey are concerned about the rising costs of daily products
Gen X feel at ease expressing their identity among friends and family
Consumers have a habit for testing out new goods and offerings
Millennials seek out distinctively tailored products and services
Consumers foresee that their current level of happiness will improve in the future
Gen X look forward to having an increased amount of spare time

HOME LIFE

At home, consumers connect with friends or family virtually
Safe location is the most appreciated home feature among Turks

COOKING AND EATING HABITS

Turks prefer to cook or bake meals for themselves
Consumers in Turkey say that someone else living with them makes the meals
Younger generations say that food from restaurants tastes better
Turkish consumers look for healthy ingredients in food and beverages

WORKING LIFE

Gen X expect to determine their own timetable
Turks primarily desire to attain a lucrative wage
Turks say they uphold a division between their job and private life

LEISURE

Consumers in Turkey engage in online social activities
Baby Boomers go shopping for leisure
Consumers' top travel motivation - getting the best return on money spent
Gen X expect hotels and resorts that provide guests with all inclusive offerings

HEALTH AND WELLNESS

Consumers in Turkey participate in walking or hiking
Younger generations engage in running or jogging
Turks are interested in herbal remedies to improve wellbeing

SUSTAINABLE LIVING

Turks are concerned about the climate change
Consumers actively working towards greener and more sustainable practices
Consumers in Turkey want to use products that are designed to reduce energy consumption
Turks utilize social media to voice their perspective on current issues

SHOPPING

Consumers express a preference for spending on premium items, even if it means buying less
Baby Boomers make a conscious choice to support local businesses
Consumers look for items that have simple to comprehend labels
Baby Boomers demand well-known and recognised brands
Turks subscribe to digital platforms for streaming content

SPENDING

Turks expect to increase spending on groceries
Gen Z set to increase spending on clothing and footwear the most
Consumers are concerned about their current financial situation
Gen Z often relies on financial support from loved ones
Younger generations expect to increase overall spending

TECHNOLOGY

Consumers take an active role in the sharing of data and managing privacy
Millennials say it is crucial to develop a positive online image
Consumers use communication or messaging apps
Older generations regularly access their financial accounts
Younger generations frequently purchase goods or services online
Consumers in Turkey engage with businesses' social media content
Younger generations share or retweet products

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