

# Small Local Grocers in Turkey

March 2024

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## Small Local Grocers in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further closing of outlets in 2023  
Soaring inflation puts further pressure on small local grocers  
Many small local grocers turn to home delivery of bottled water

#### PROSPECTS AND OPPORTUNITIES

Fall in constant value sales over forecast period  
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Building a sense of community and diversifying products keys to growth

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More subdued value growth for e-commerce  
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