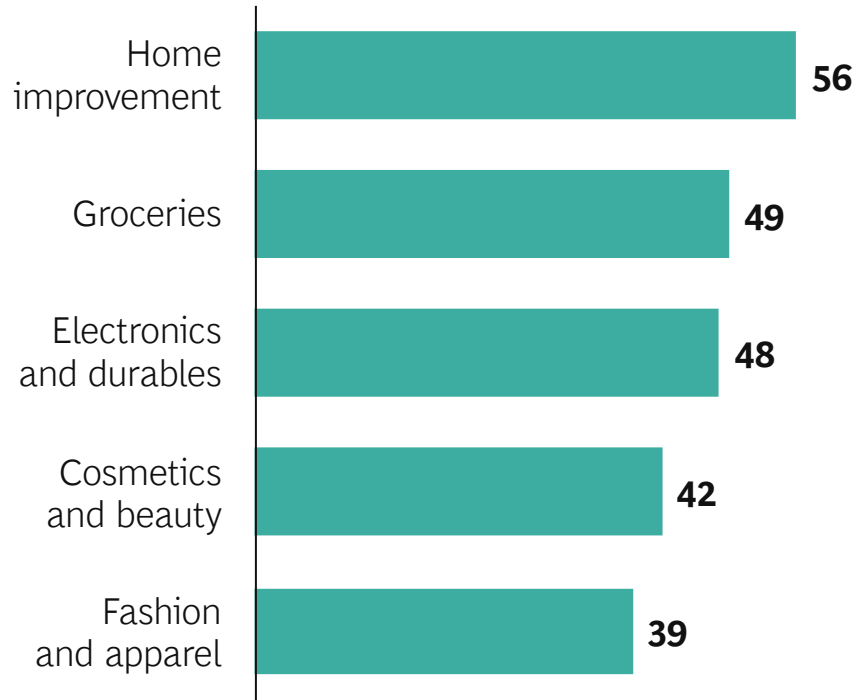


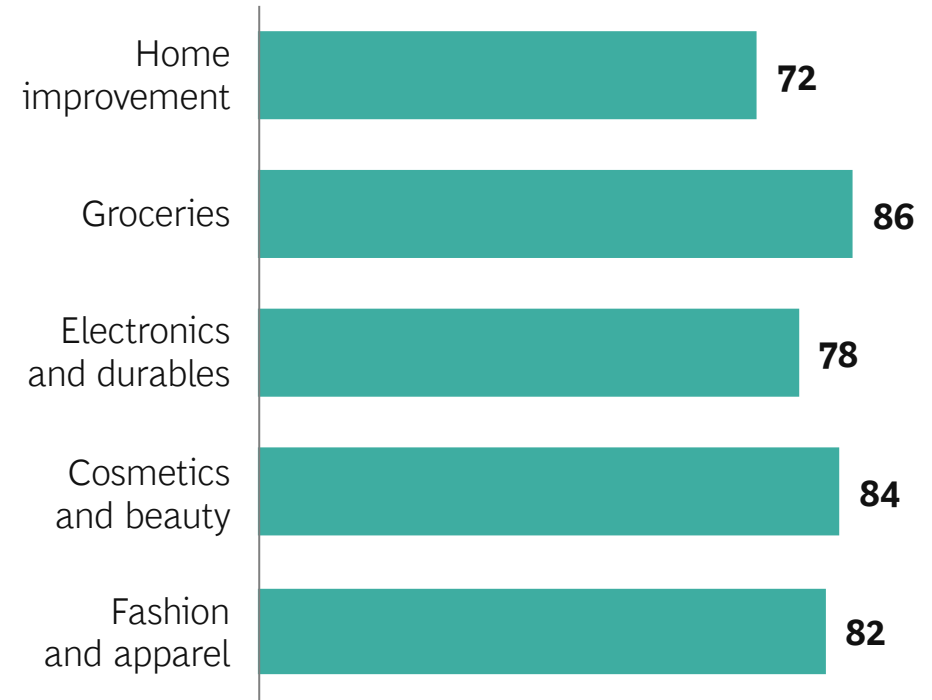
# Did You Know: Many Consumers in Turkey Have Shopped for New Brands Online

Many Plan to Buy These Brands Again

**Consumers who shopped online during COVID-19 for brands that they have never or rarely shopped for before (%)**



**Consumers who shopped online for new brands during COVID-19 and will consider purchasing these brands again (%)**



**Sources:** COVID-19 Consumer Sentiment Survey; BCG Center for Customer Insights analysis.

**Note:** Questions were “During the coronavirus situation, have you shopped online from brands/websites that you have not shopped before or have shopped very rarely?” and “Would you consider shopping again from these new places/brands?”