

Turkey

Statista Country Report



The Statista Country Reports

Dear Reader,

find out more about Turkey in our report focusing on the general economy, trade, investment, society, infrastructure, consumers, politics, health, and the environment.

The Statista Country Report provides a comprehensive overview about the economy in Turkey, with information relevant to manufacturing, foreign direct investment, and the import and export business. Gain insights into the major trends in Turkey in order to assess the risks and opportunities relevant for international business.



Volker Staffa



Elena Barth

We hope our report proves to be useful and informative for you.

Volkes, Elma & Lueua



Luana Stefan

Agenda

03 Trade & investment

 01 Introduction
 04 Society
 07 Infrastructure

 02 Economy
 05 Health
 08 Environment

06 Retail & consumption

09 Politics

Turkey is an upper middle income country with a population growth of 0.8% in 2021

Executive summary (1/2)

Economy Trade & investment

In global comparison, Turkey has a very high level of human development

Executive summary (2/2)

Society, retail & consumption Environment & politics



Turkey's growth has recently abated

The country has been sanctioned by the U.S. for its defense purchases from Russia

Strategic location gives it an advantage in trade

Modern-day Turkey came into existence in 1923 after the fall of the Ottoman Empire. Since then, the country has maintained a mixed economy with the public and private sectors contributing to economic development. Set amidst Europe, Asia, and the Black Sea, Turkey's strategic location has given it much influence in the region. Despite many deliberations about Turkey's membership into the EU, these talks have all failed primarily as a result of human rights issues. Turkey achieved a record GDP growth of 7.4% in 2017 in the wake of robust private consumption, but this has tapered off in the ensuing period. In fact, 2019 was a particularly challenging year, with growth slowing to circa 0.3% on account of the currency crisis and the sanctions imposed by the U.S. in response to Turkey's procurement of the S-400 air defense missile system from Russia.

- Hagia Sophia was formerly the world's largest domed structure
- Television is by far the most influential news medium in the country
- Bureaucratic red tape and ineffective enforcement of regulations remain the main barriers to business
- Turkey recorded the fastest growth in electricity demand among OECD members from 2005 to 2017



COVID-19 developments in Turkey

COVID-19 impact

Management of the crises

The COVID-19 pandemic has affected the global economy and several aspects of life in most countries in the world. The degree of impact varies across countries in terms of the number of cases and the effects on the society and economy. This is related to each country's crisis management, i.e., the various policies which have been implemented in the relevant country. Some countries reacted very fast, imposing strict lockdowns, whereas other countries introduced more moderate policies to stop the spread of the virus.

In the Lowy Institute Ranking of the relative performance of countries¹ in the crisis, Turkey was ranked 74th



Medication

5,325.4k

Number of confirmed cases²

13,667k

People fully vaccinated²

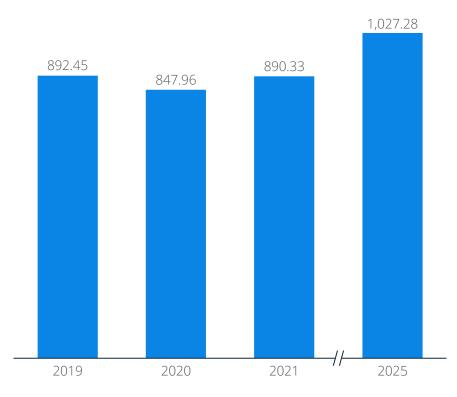
48.7k

Number of deaths related to COVID-19²

16.38%

Share of population fully vaccinated²

GDP in billion US\$



^{1:} The Lowy Institute measured the relative performance of 98 countries in the pandemic with six measures such as confirmed death and tests per thousand people as indicators with data up to January 9th of 2021. Various periods have been observed to show how a country has managed the pandemic in 36 weeks after the first 100 confirmed cases. For further details also look at Lowy Institute COVID-19 Performance Index 2: As of 14 June 2021; Sources: John Hopkins University 2021, Lowy Institute 2021, Our World in Data 2021, International Monetary Fund 2020, Statista, based on IMF, World Bank, European Commission, OECD, ADB as of Q4 2020



Turkey

Overview: general information



General information

Capital: Ankara

Official language: Turkish

Muslim

Main religion: Main ethnic group:

Turkish

Population:

83,429,607

Area:

783,562 sq km

■ Population density: 107.0 people per sq km

Total real GDP¹ in 2019: US\$885.0bn

■ GDP¹ per capita: US\$10,607.4

Profit tax: 20.0%

Currency: Turkish liras (TRY)

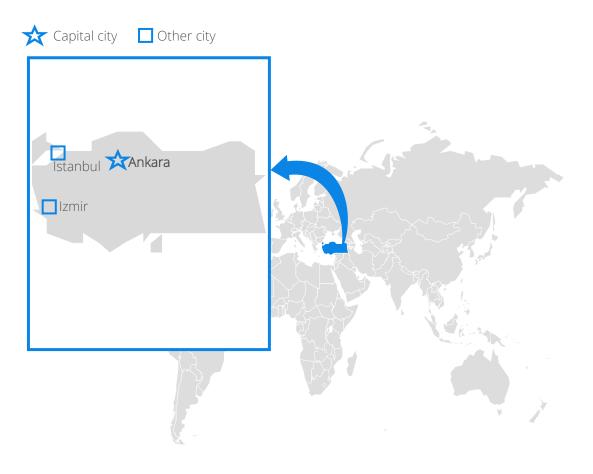
• Exchange rate: USD/TRY = 5.74

Time zone: UTC+2

Calling code: +90

Ankara

Overview: city



General information

Population¹ in million in 2020: 5.12

Population growth¹ 2020-2030: 14.68%

Cost of living in US\$: n.a.

Life expectancy at birth: 76.01

City product per capita in US\$: 12,764.00

Stock exchange: No

Airfreight in kt: 11.02

Air passengers in million: 16.79

Physicians per 1,000 inhabitants: 1.85

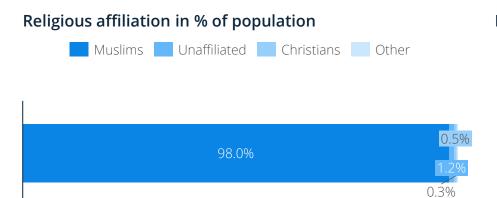
Internet penetration: 70.59%

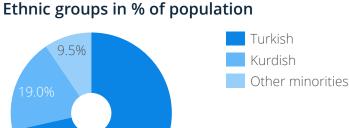
5G availability: n.a.

Number of universities: 16

With a population of 15.2 million, Istanbul is the largest urban area in Turkey

Overview: population



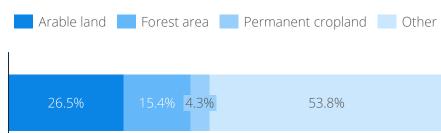


71.5%

Land use in % of total area

Population in major urban areas in millions





Things you didn't know about Turkish business culture

Doing business (1/2)



Communication standards

- Direct communication is widely accepted as the standard business communication style in Turkey. Face-to-face meetings, email and telephone are used as formal communication modes for business.
- Maintaining eye contact during conversation is considered an important aspect of non-verbal communication. Avoiding eye contact is considered a sign of secretiveness and insincerity towards the business proposal. Between people of the same gender, touching shoulders while leaving shows trust and appreciation.
- Turkish is the official language of the country and is widely used while conducting business. Even though English is spoken in multi-national companies, communication with local business owners requires local language interpreters.
- Hierarchy is very important in the context of doing business in Turkey and the decision-making process follows a top-down approach.
- Bargaining is common.



Business meeting procedures

- Turkish people appreciate well-organized meetings and all parties are given enough time to come prepared.
- Being unable to attend a meeting after confirming it is considered impolite and to signify a lack of commitment.



Conflict management

- Turkish people prefer to address conflicts through discussions with the purpose of arriving at a mutually acceptable solution. Sometimes, the discussion is moderated by executives from higher management.
- If talks fail, conflicts are taken to court, which usually takes a long time to grant a solution.

Things you didn't know about the Turkish business culture

Doing business (2/2)



Importance of business networks

- Maintaining a strong business network through personal and professional contacts is considered important to do business in Turkey.
- Personal relationships play a major role in business success, as a lot of businesses are built through personal and social connections.
- People usually prefer to hang out with their work colleagues, as it strengthens professional relationships and helps in getting things done faster.



Slow business months

 Business is slower than usual in December and January owing to new year holidays. In addition, the slow season in business is connected with Ramadan



Gender equality

- Turkey's business circle is mostly patriarchal and dominated by men.
- However, there has been a lot of progress in the last decade in terms of women getting more opportunities due to the influence of many multinational companies with strict norms regarding gender equality.



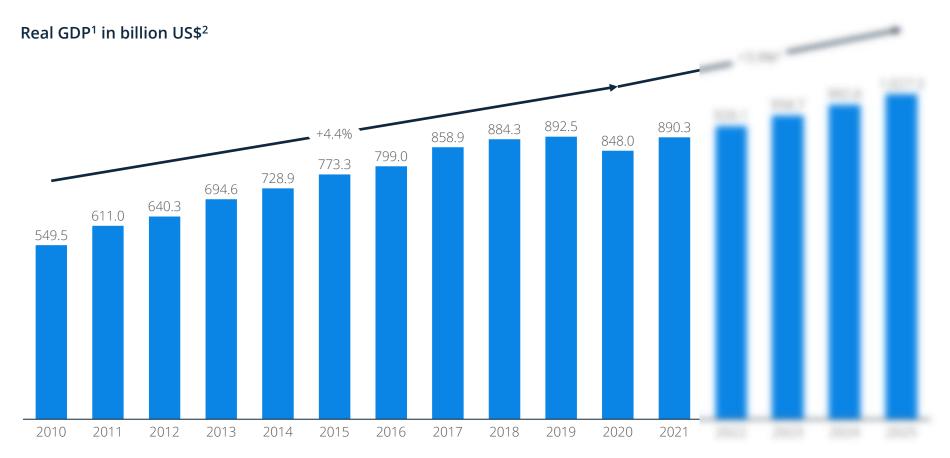
Work-life balance

• In Turkey, the work and personal life do mostly overlap, as a lot of businesses are built on personal and social connections.



Real GDP is forecast to increase by 3.9% p.a. from 2020 to 2025

Economic conditions: real GDP (1/3)

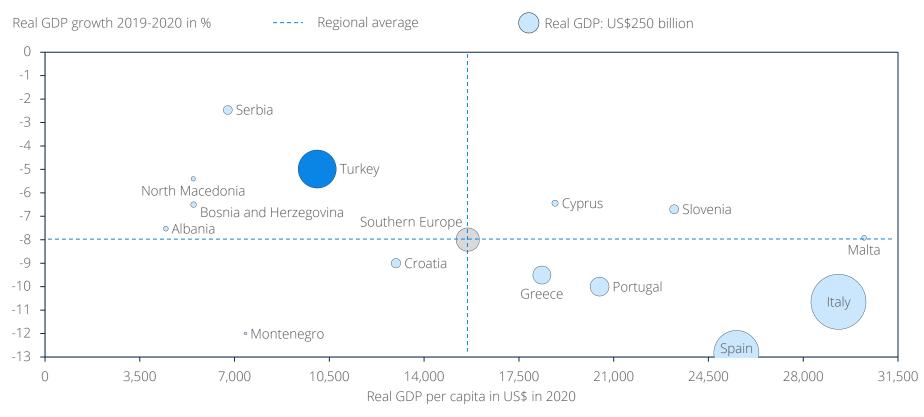


^{1:} Real gross domestic product (GDP) is an inflation-adjusted measure that reflects the value of all goods and services produced by an economy in a given year, expressed in base-year prices, and is often referred to as "constant-price," "inflation-corrected" GDP, or "constant dollar GDP" Unlike nominal GDP, real GDP can account for changes in price level and provide a more accurate figure of economic growth 2: Constant US\$, see glossary for definition of current and constant US\$ 3: CAGR: Compound Annual Growth Rate / average growth rate per year Sources: Statista, based on IMF, World Bank, European Commission, OECD, ADB as of O4 2020

Real GDP per capita at US\$10,054.2 was lower than average in 2020

Economic conditions: real GDP (2/3)

Real GDP¹ growth, real GDP and real GDP per capita in US\$² in Southern Europe in 2020



Turkey has the 54th highest real GDP per capita

Economic conditions: real GDP (3/3)

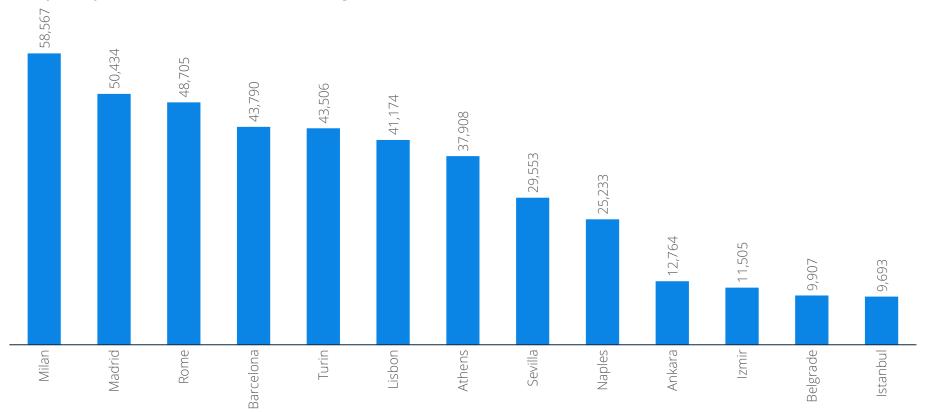
Real GDP¹ per capita in US\$² in 2020 and variation since 2019



The city GDP per capita of Ankara was at US\$12,764, being US\$45,803 behind regional high-performer

GDP per capita

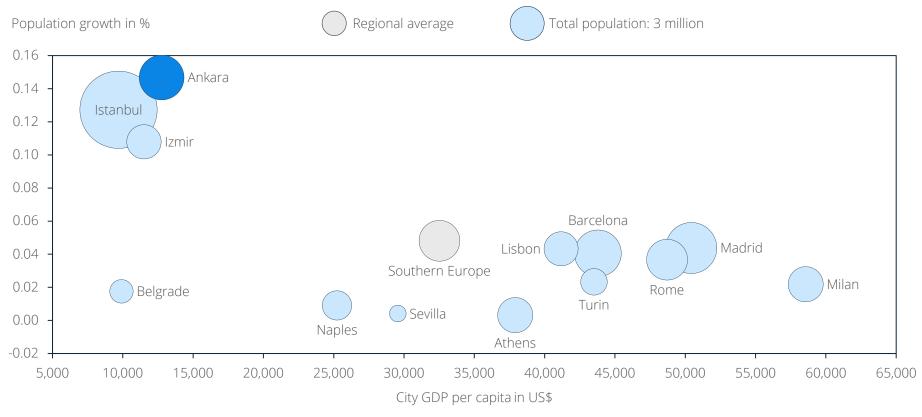
GDP per capita¹ for selected cities in this region in US\$



Ankara's total population was larger and the city GDP per capita lower than the regional average

Economic conditions

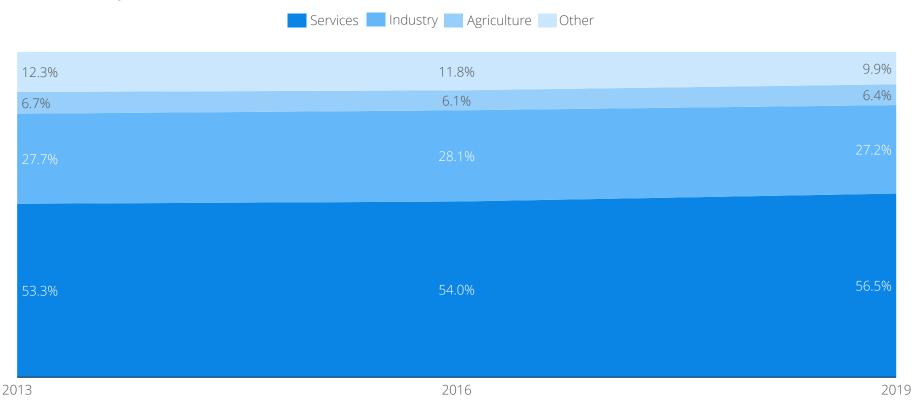
Total population growth in percentage 2020-2030, total population in millions and City GDP per capita¹



Services accounted for 56.5% of GDP in 2019

Economic conditions: value added by sector

Value added¹ by sector in % of GDP



It takes 7 days to start a business in Turkey compared to the regional average of 15.3 days

Business environment: administrative framework

Business administration in 2019

	Time needed to start a business ¹	Time needed to register property	Time needed to fulfill tax requirements	Time needed to resolve insolvency ²
Turkey	7.0 days	4.5 days	170.0 hours	5.0 years
Southern Europe	15.3 days	26.1 days	213.7 hours	2.4 years

Delivery in 2019

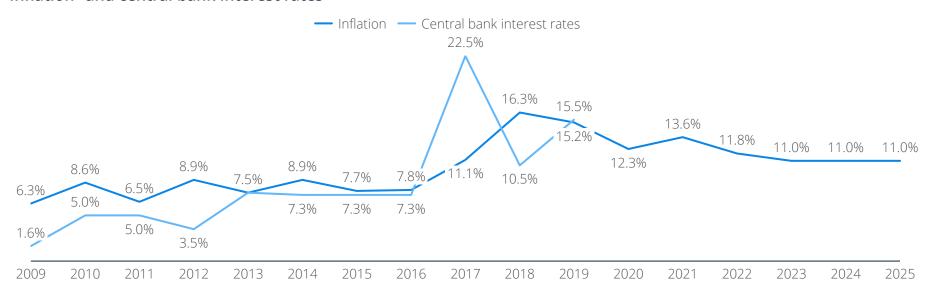
	Time needed to export ³	Time needed to import ³	Efficiency of customs clearance ⁴	
Turkey	4.0 hours	2.0 hours	2.7	
Southern Europe	3.8 hours	2.5 hours	2.9	

^{1:} Number of calendar days needed to complete the procedures to legally operate a business 2: Number of years from the filing for insolvency in court until the resolution of distressed assets 3: Time associated with compliance with the documentary requirements of all government agencies of the origin economy, the destination economy and any transit economies 4: In 2018, includes e.g., speed, simplicity, and predictability of customs clearance (5 = high efficiency, 1 = low efficiency); Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source; Sources: World Bank 2020, Statista 2021

The inflation rate is projected to decrease from 2020 to 2025

Economic conditions: inflation and interest rates

Inflation¹ and central bank interest rates²

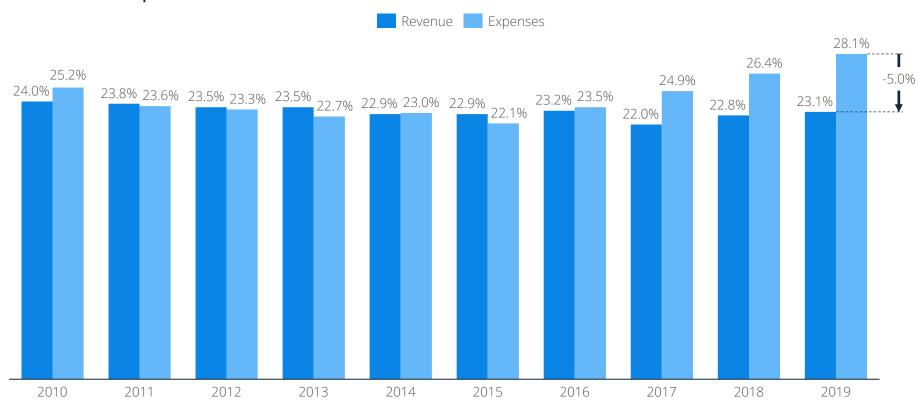


When interest rates are low, individuals and businesses tend to take more loans. Each bank loan increases the money supply in a fractional reserve banking system. According to the quantity theory of money, a growing money supply increases inflation. Thus, a lower interest rate tends to result in a higher inflation. High interest rates tend to lower inflation. Consumers tend to save when interest rates are higher, as returns from savings are higher. More money put aside into savings means less disposable income. This results in slower economy and decreased inflation. Forecasts for interest rates are based on latest historical value in a no-change model³. Inflation levels after 2019 are estimated by the IMF.

Turkey had a fiscal deficit of 5.0% of GDP in 2019

Public finance: expenditure and revenue (1/2)

Revenues¹ and expenses² in % of GDP



^{1:} Revenue is cash receipts from taxes, social contributions, and other revenues such as fines, fees, rent, and income from property or sales. Grants are also considered as revenue but are excluded here 2: Expense is cash payments for operating activities of the government in providing goods and services. It includes compensation of employees (such as wages and salaries), interest and subsidies, grants, social benefits, and other expenses such as rent and dividends

Household consumption expenditure in Turkey was lower than regional average

Public finance: expenditure and revenue (2/2)

final consumption

expenditure²

Expenditure in % of GDP in 2019 Southern Europe Turkev 61.3% 56.9% 36.7% 32.7% 25.9% 15.5% 16.6% 2.5% 1.0% 0.0% -1.1% -29.9% -39.9% Household General government Gross capital Changes in Exports of goods Imports of goods Other

inventories⁴

and services

and services

formation³

consumption

expenditure1

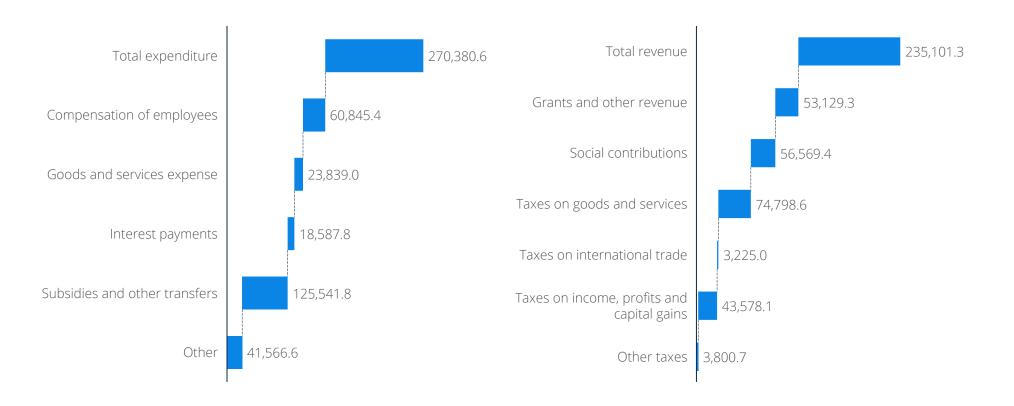
^{1:} Expenditure by resident households and non-profit institutions providing households with individual consumption goods and services 2: Expenditure on individual consumption goods and services and collective consumption services 3: Including acquisitions minus disposals of valuables 4: Value of entries into inventories minus the value of withdrawals and value of any recurrent losses of goods held in inventories Sources: United Nations 2021, Statista 2021

Government expenditure has reached US\$270,380.6 million in 2019

Public finance: expenditure and revenue (3/3)

Government expenditure¹ in million US\$² in 2019

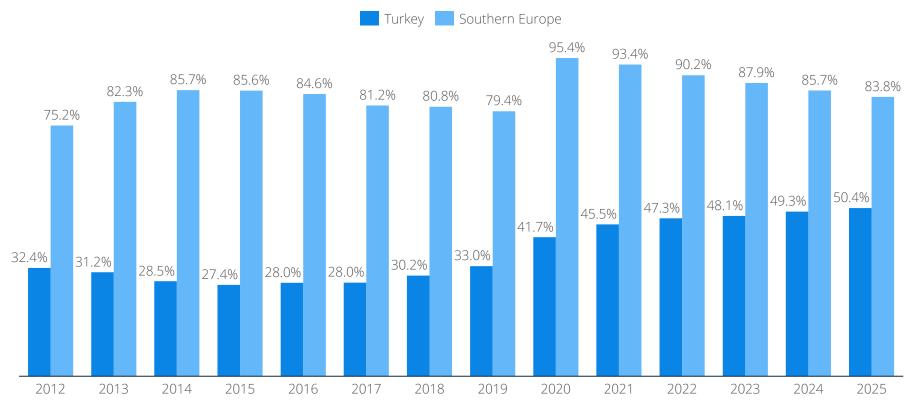
Government revenue¹ in million US\$² in 2019



Debt-to-GDP ratio in Turkey is expected to increase over the observed time period

Public finances: debt

General government gross debt1 in % of GDP



^{1:} Gross government debt consists of all liabilities (such as loans, insurance, pensions, and debt securities) that require payment or payments of interest and/or principal by the debtor (government) to the creditor at a date or dates in the future

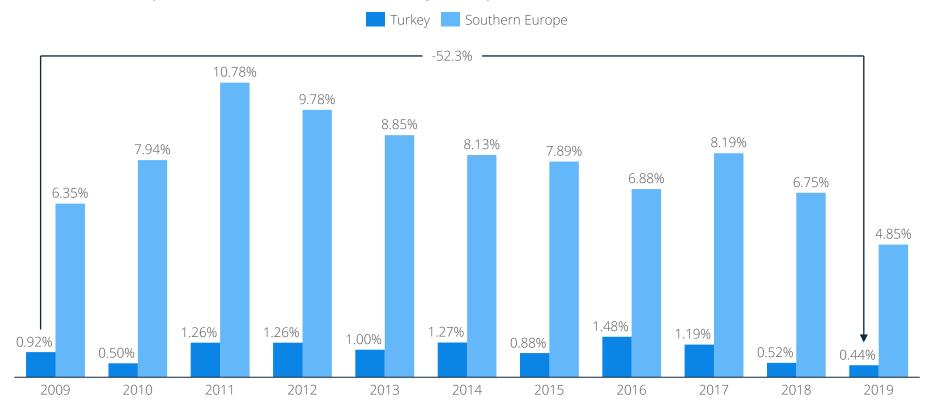
Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source

Sources: IMF 2021, Statista, based on IMF, WEOD, as of Q1 2021

Turkey received less development aid in 2019 than in 2009

Public finances: development assistance received

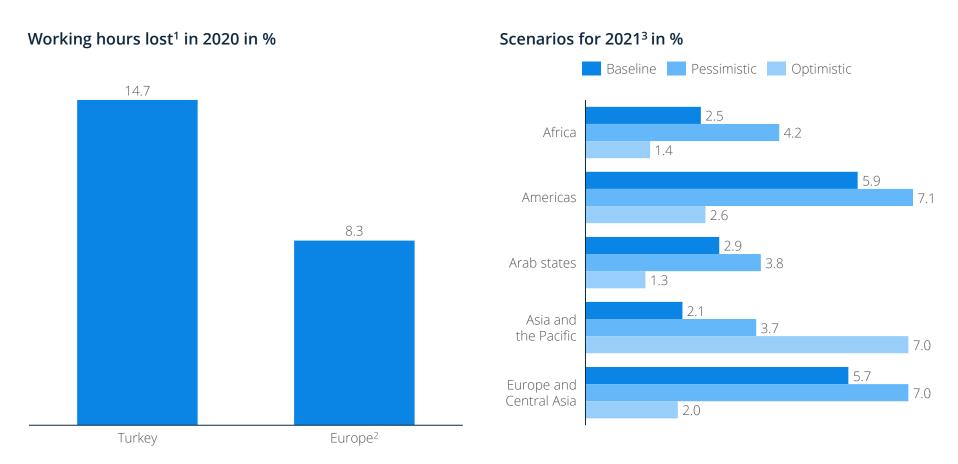
Net official development assistance¹ received in % of gross capital formation



^{1:} Net official development assistance (ODA) consists of disbursements of loans made on concessional terms (net of repayments of principal) and grants by official agencies of the members of the Development Assistance Committee (DAC), by multilateral institutions, and by non-DAC countries to promote economic development and welfare in countries and territories in the DAC list of ODA recipients. It includes loans with a grant element of at least 25% (calculated at a discount rate of 10%)
Sources: World Bank 2021

Turkey was more affected in terms of projected lost working hours than the regional average

COVID-19's impact on working hours



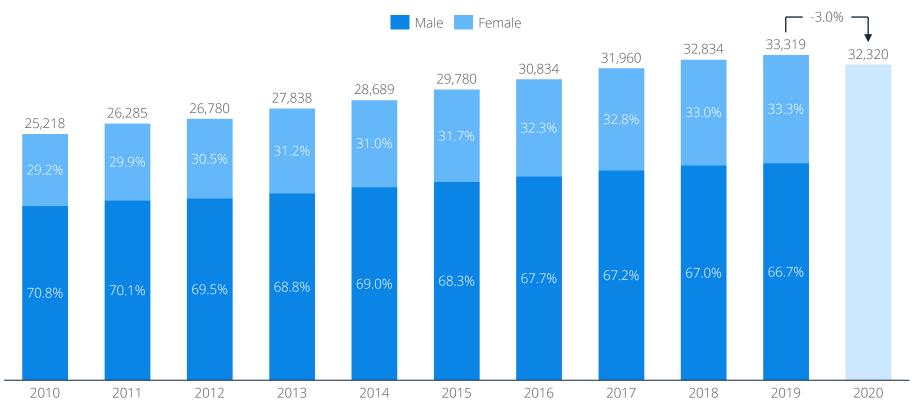
^{1:} ILO modeled estimates 2: The regional average value is calculated using data from the countries covered by the Statista Country Reports and the source 3: Estimates of working-hour losses in 2020 and projections under three different scenarios for 2021

Note: For further details regarding the methodology used for the forecast, please refer to ILO Monitor: COVID-19 and the world of work. Seventh edition; the ILO's regional classification for the three different scenarios may differ from the one used in this report Sources: ILO 2021

Total labor force is estimated to have declined to 32.32 million in 2020

Labor force: development

Total labor force¹ in thousand



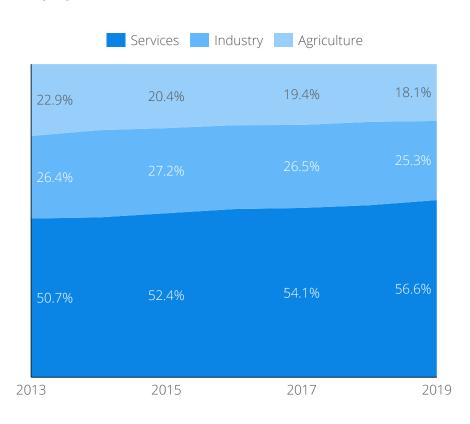
^{1:} The sum of individuals in employment plus individuals in unemployment. Together, these two groups of the population represent the current supply of labor for the production of goods and services taking place in a country through market transactions in exchange for remuneration Note: Due to lack of data availability, the figures for 2020 are only shown as total values

Sources: International Labour Organization 2020, Statista 2021

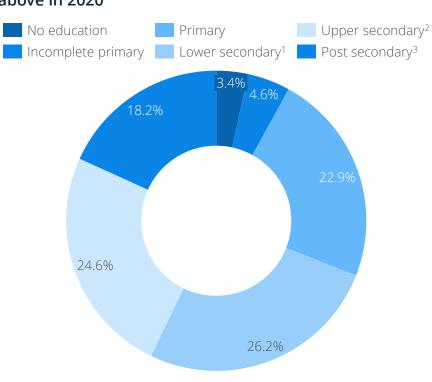
In 2019, most employees worked in the services sector

Labor force: employment

Employment in % of total labor force



Educational attainment of population aged 15 and above in 2020

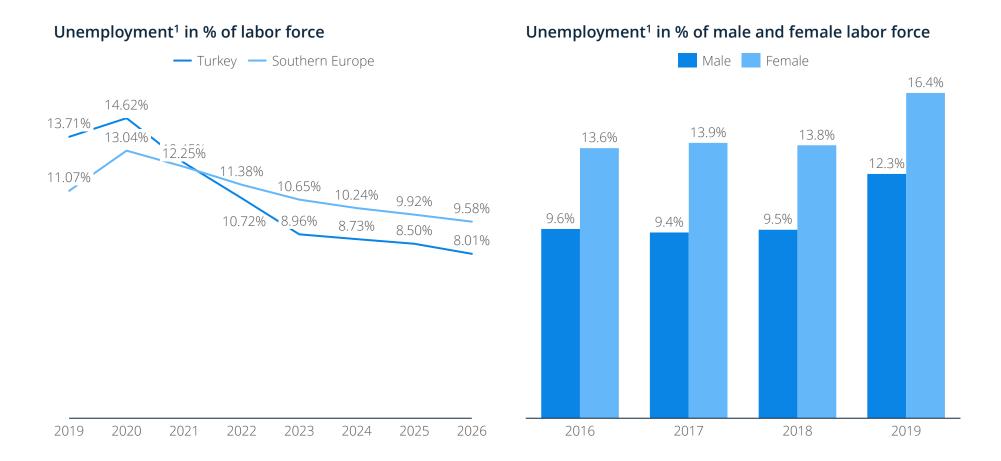


^{1:} Generally prepares students for a direct entry into working life or for upper secondary education 2: Corresponds to the final stage of secondary education and prepares the students for a working life or tertiary education 3: Includes programs that serve to broaden the knowledge of students who have already gained an upper secondary education

Sources: International Labour Organization 2020, Wittgenstein Centre for Demography and Global Human Capital 2018

The estimated unemployment rate was 14.62% in 2020 and is projected to be 8.01% in 2026

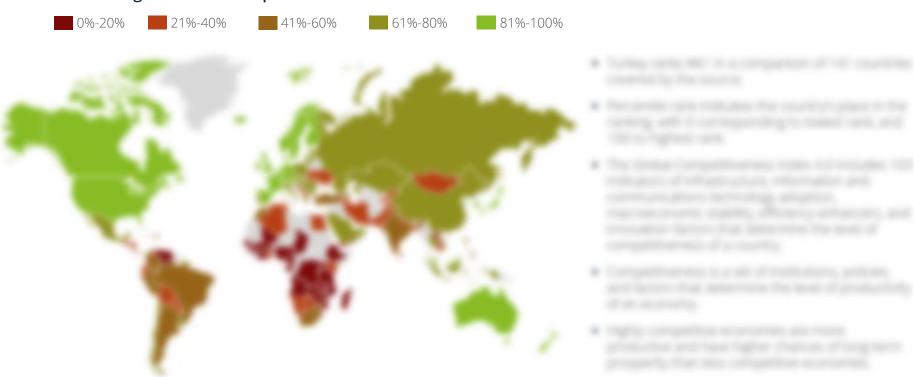
Labor force: unemployment



Turkey takes 61st place in competitiveness

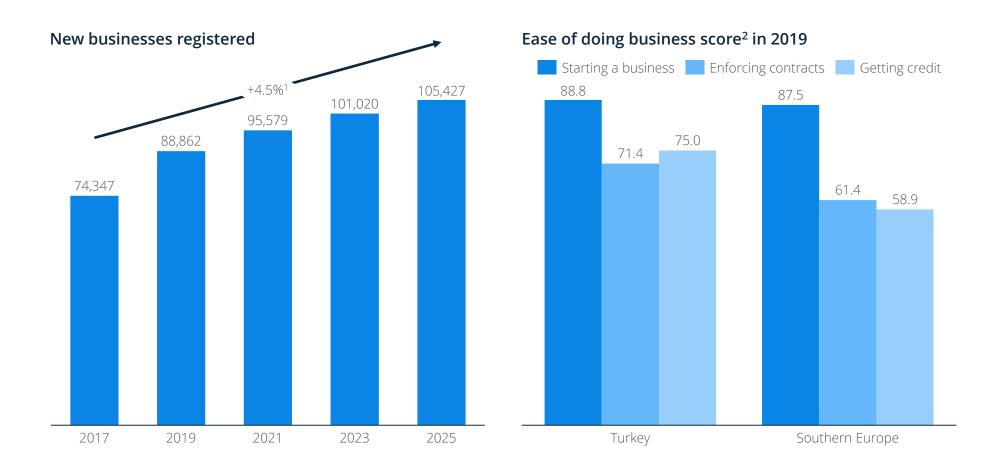
Business environment: competitiveness

Percentile rankings in Global Competitiveness Index 4.0 in 2019



Score for "starting a business" was higher than regional average in 2020

Business environment: business formation



Koç Holding A.S. registered the most revenue

Selected top companies



Rank	Company ^{1,2}	Total revenue in million US\$ in 2020	No. of employees ³	Listing ID
1	Koç Holding A.S.			
2	Turkiye Petrol Rafinerileri AS			
3	AG Anadolu Grubu Holding AS			
4	Haci Ömer Sabanci Holding AS			
5	BIM Birlesik Magazalar AS			
6	Turkiye Halk Bankasi AS			
7	Türkiye Vakiflar Bankasi TAO			
8	Turkiye Garanti Bankasi AS			
9	Ford Otomotiv Sanayi AS			
10	Türk Hava Yollari AO			

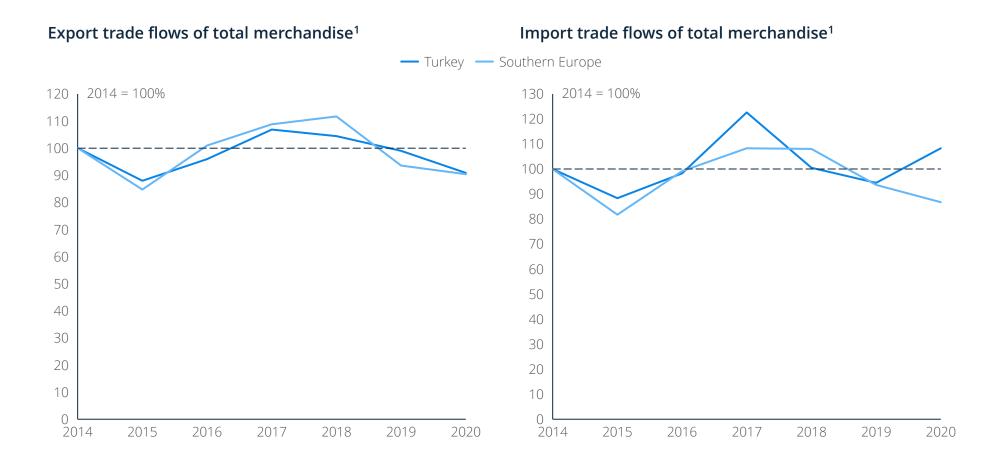
^{1:} Only stock-listed companies headquartered in this country 2: Based on data available in June 2021

^{3:} Latest available year



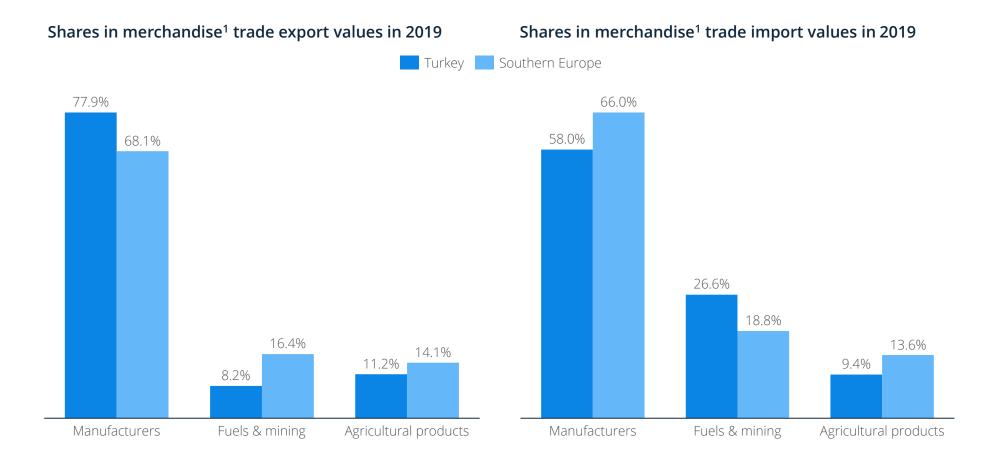
Turkey registered a higher export trade flow than the regional average in 2020

Merchandise trade: regional comparison (1/2)



The share of manufacturers in merchandise exports is higher than the regional average in 2019

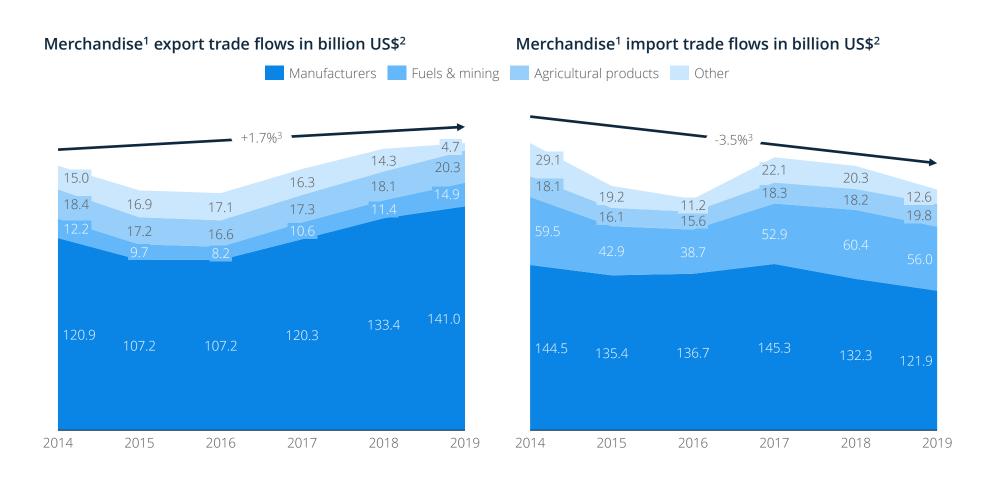
Merchandise trade: regional comparison (2/2)



^{1:} See previous slide for definition

In 2019, total merchandise exports amounted to US\$180.8 billion

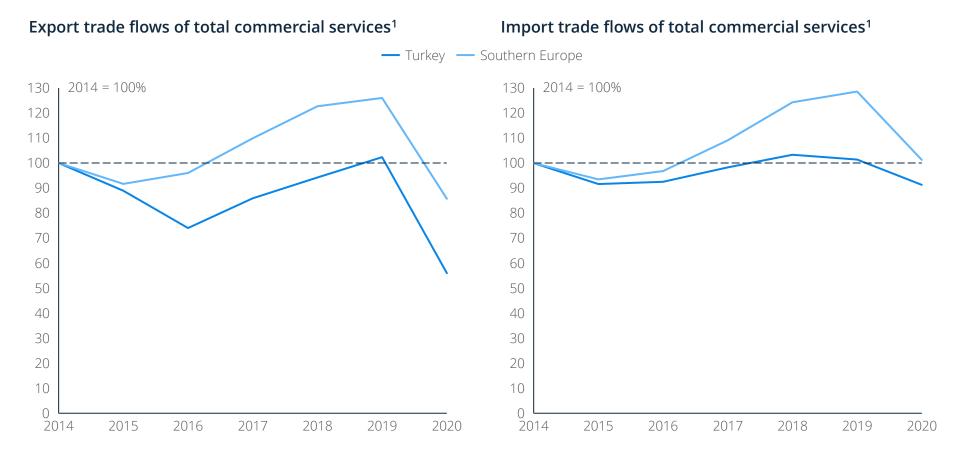
Merchandise trade: trade flows



^{1:} See previous slide for definition 2: Current US\$, see glossary for differences between current and constant US\$ 3: CAGR: Compound Annual Growth Rate / average growth rate per year Sources: World Trade Organization 2021

Turkey registered a lower export trade flow than the regional average in 2020

Commercial services: regional comparison (1/2)



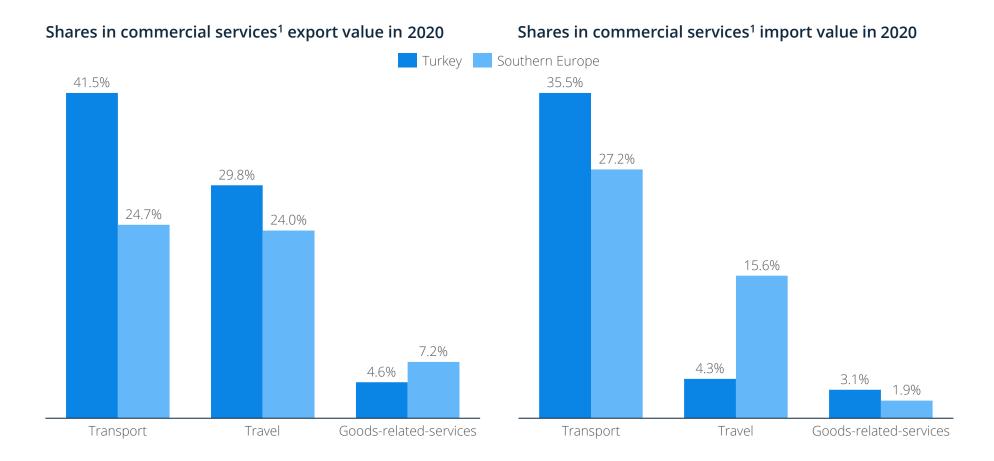
^{1:} Comprises all services categories except "government services not identified elsewhere." Commercial services are subdivided into goods-related services, transport, travel, and other commercial services

Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source. Preliminary annual estimates based on quarterly statistics

Sources: World Trade Organization 2021, Statista 2021

The share of travel in service-related exports is higher than the regional average in 2020

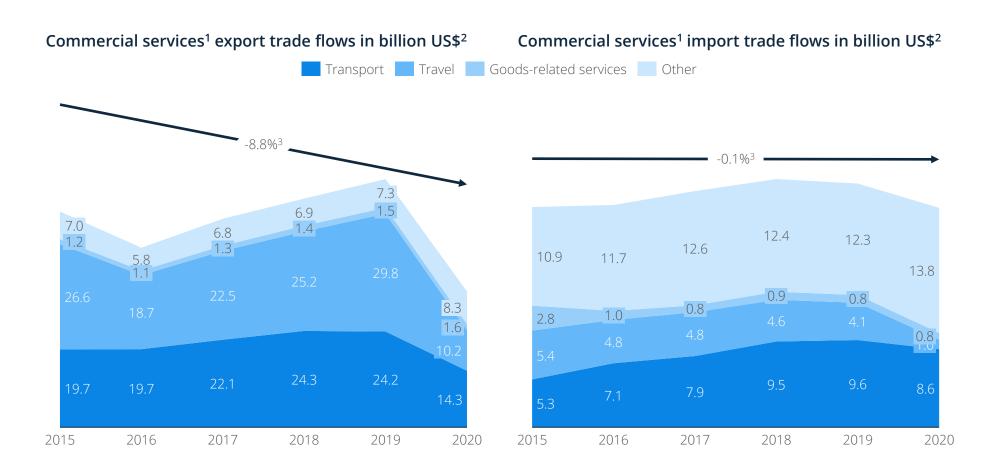
Commercial services: regional comparison (2/2)



^{1:} See previous slide for definition

In 2020, total services-related exports amounted to US\$34.3 billion

Commercial services: trade flows

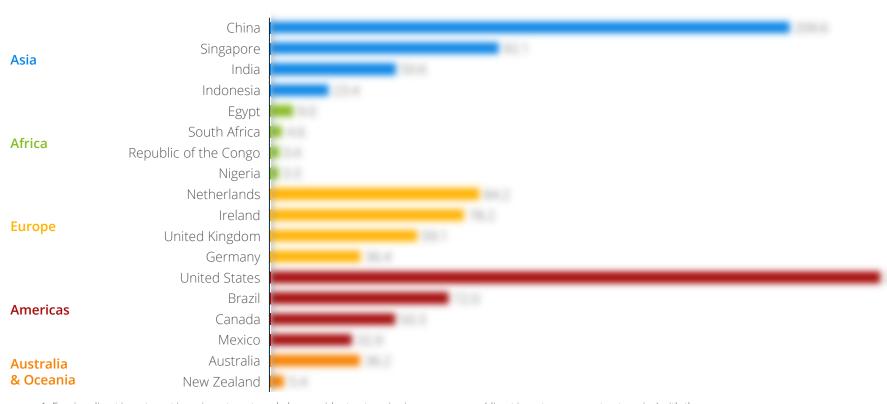


^{1:} See previous slide for definition 2: Current US\$, see glossary for differences between current and constant US\$ 3: CAGR: Compound Annual Growth Rate / average growth rate per year Sources: World Trade Organization 2021

With US\$246.2 billion, the United States registered the highest inward FDI flow in 2019

Investments: global comparison (1/2)

Top global inward FDI¹ flows in billion US\$² in 2019



^{1:} Foreign direct investment is an investment made by a resident enterprise in one economy (direct investor or parent enterprise) with the objective of establishing a lasting interest in an enterprise that is resident in another economy 2: Current US\$, see glossary for differences between current and constant US\$

Japan had the highest outward FDI sum in 2019 with US\$226.6 billion

Investments: global comparison (2/2)

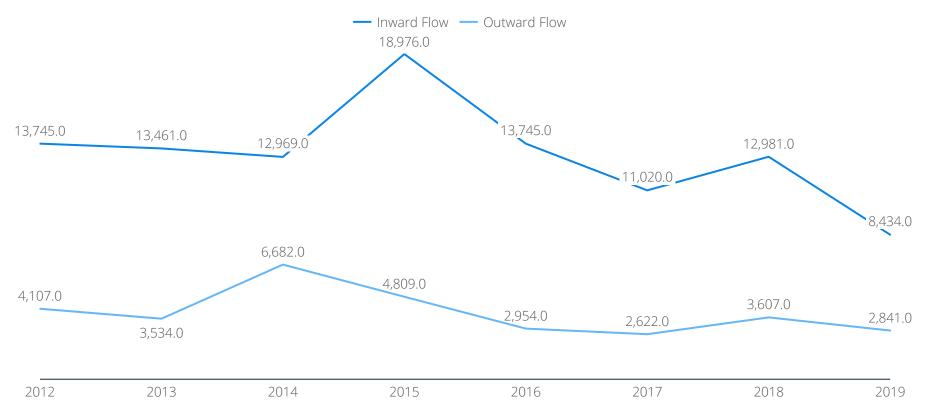
Top global outward FDI¹ flows in billion US\$² in 2019



Inward FDI amounted to US\$8,434.0 million in 2019

Investments: development

FDI¹ inward and outward flows in million US\$²



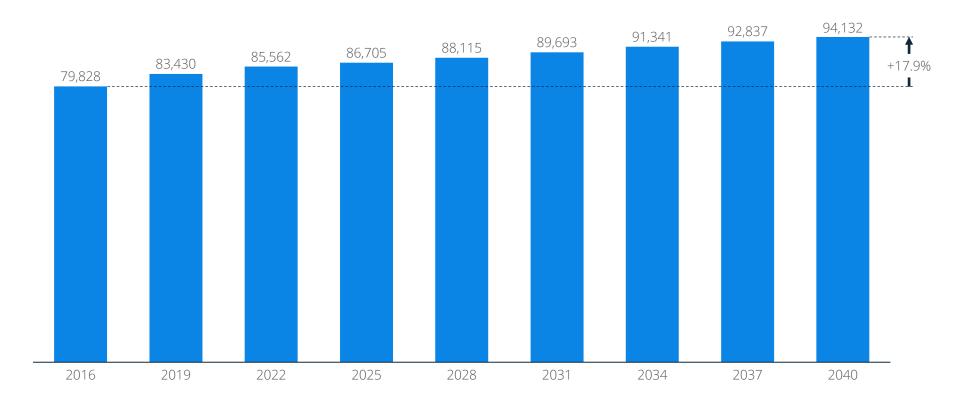
^{1:} See previous slide for definition 2: Current US\$, see glossary for differences between current and constant US\$ Note: FDI flows with a negative sign indicate that at least one of the three components of FDI (equity capital, reinvested earnings, and/or intracompany loans) is negative and not offset by positive amounts of the remaining components. These are instances of reverse investment or disinvestment



Population projected to reach 94.1 million by 2040

Population (1/4)

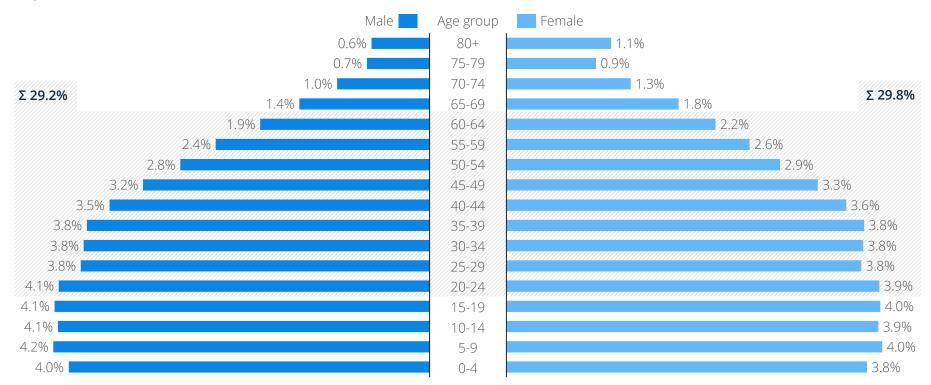
Population projection¹ in thousand



59.0% of the population were between the age of 20 and 64, more than half of them were women

Population (2/4)

Population distribution in 2020

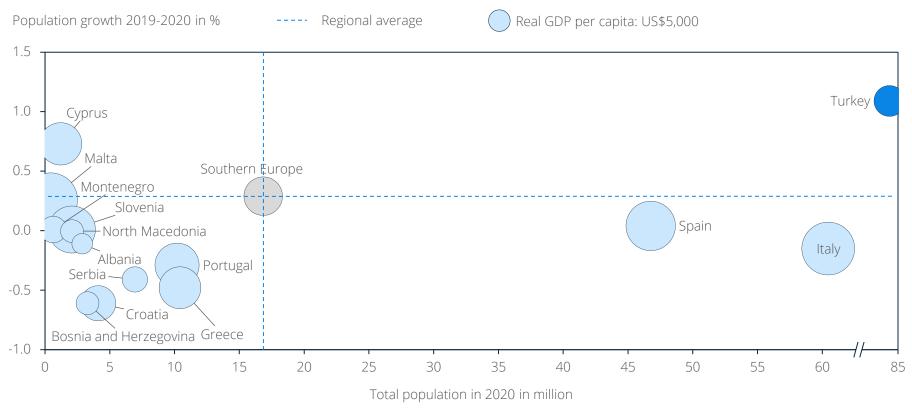


Reading support: 3.6% of the population is female and between the age of 40 and 44.

Population increased by 1.1%, which is above regional average, to a total of 84.3 million in 2020

Population (3/4)

Population growth, total population, and real GDP per capita in US\$1 in Southern Europe in 2020



Turkey had the 17th highest population in 2020

Population (4/4)

Total population in millions in 2020



In 2020, the highest 20% held 51.4% of the income, while the lowest 20% only held 5.4%

Income: distribution

Distribution of income

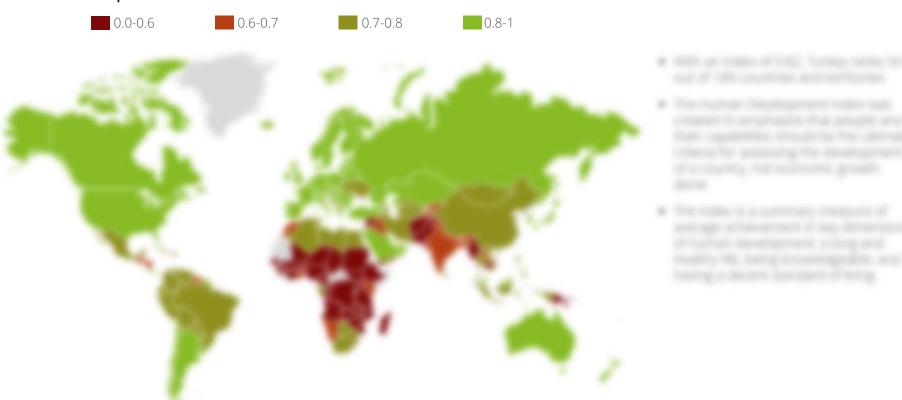
	— Lowest 20%	— Fourth 20%	— Third 20%	— Second 20%	Highest 20%		
50.2% 50.6%	51.1%	51.4%	51.8%	52.1%	52.3%	52.5%	52.7%

20.7%	20.6%	20.4%	20.3%	20.2%	20.1%	20.0%	19.9%	19.8%
13.9%	13.8%	13.7%	13.6%	13.5%	13.4%	13.4%	13.3%	13.3%
9.6%	9.5%	9.4%	9.3%	9.2%	9.1%	9.0%	9.0%	8.9%
5.5%	5.5%	5.4%	5.4%	5.4%	5.3%	5.3%	5.3%	5.3%
2017	2018	2019	2020	2021	2022	2023	2024	2025

In global comparison, Turkey has a very high level of human development

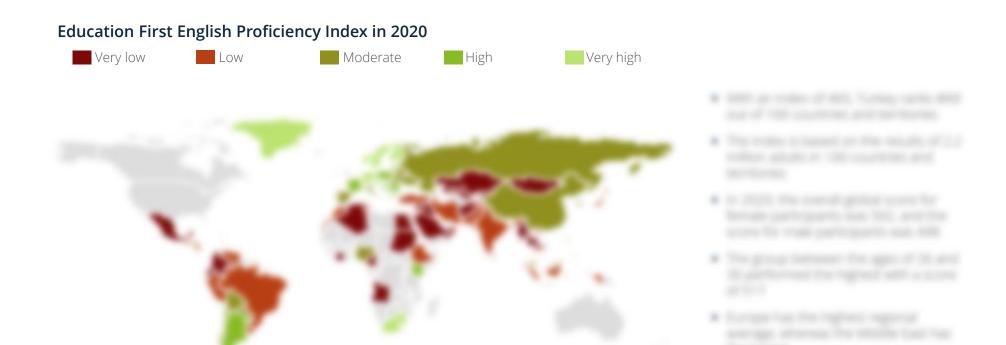
Human Development Index

Human Development Index in 2019



The level of English proficiency is low in this country

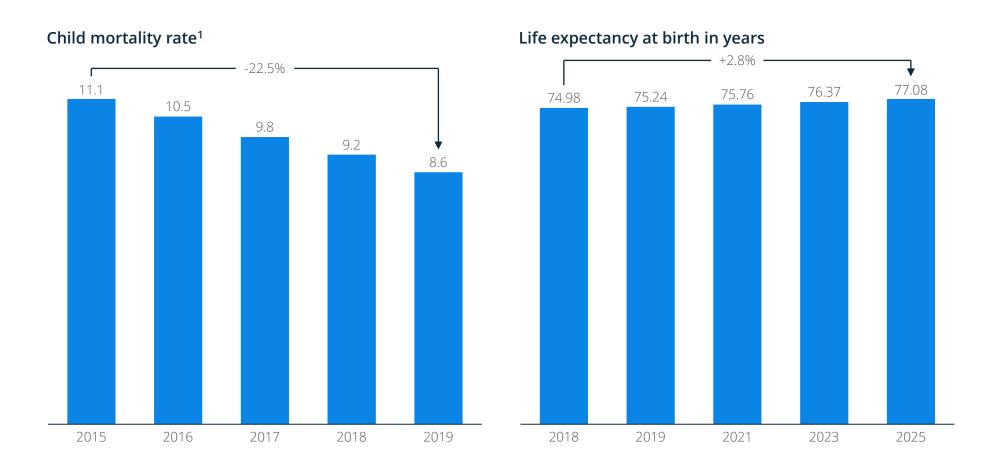
English proficiency





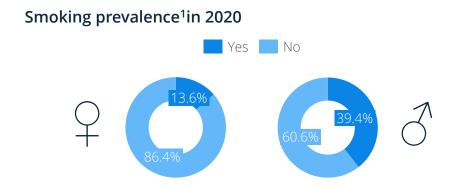
The child mortality rate decreased from 2015 to 2019

Indicators

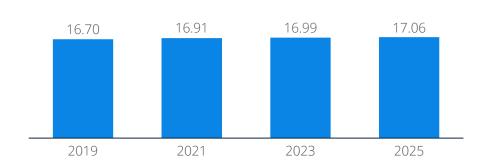


The number of smokers is expected to further increase

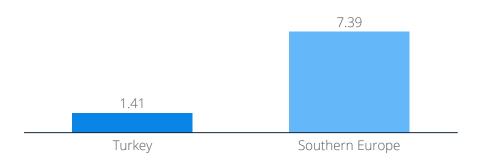
Health demographics



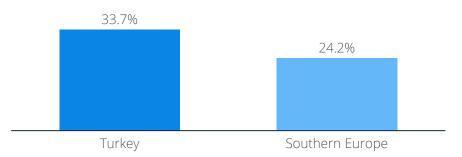
Number of smokers² in million



Alcohol consumption per capita in liters in 2020



Obesity³ as share of adult population in 2020

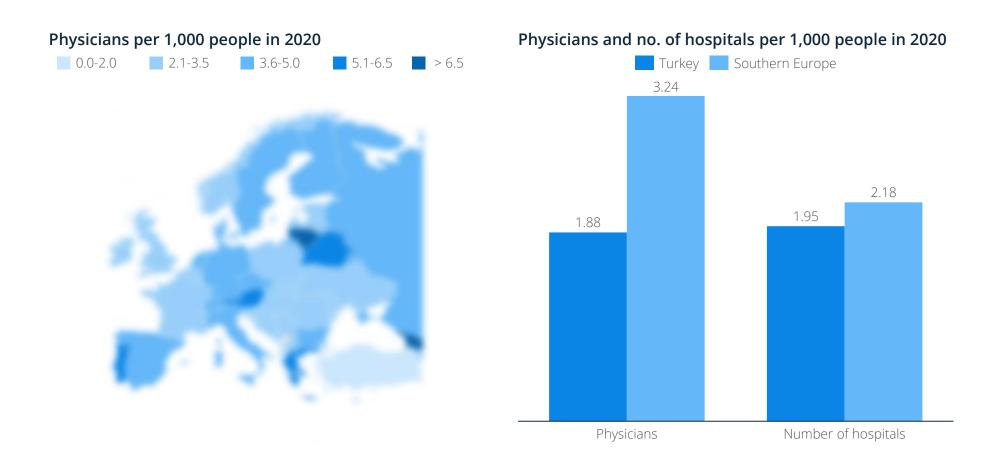


^{1:} As share of adults by gender 2: Smoke at least occasionally 3: Estimated population share of obese people (aged 18 years or older that have a body mass index of 30 or higher)

Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source Sources: Statista, based on World Bank, WHO, as of O4 2020

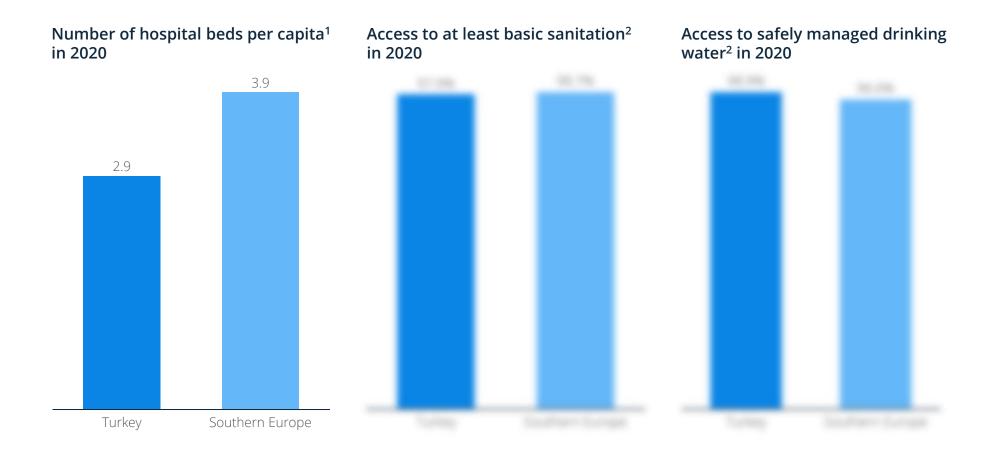
The number of physicians per capita was lower than the regional average

Health infrastructure (1/2)



The number of hospitals beds per capita was lower than regional average

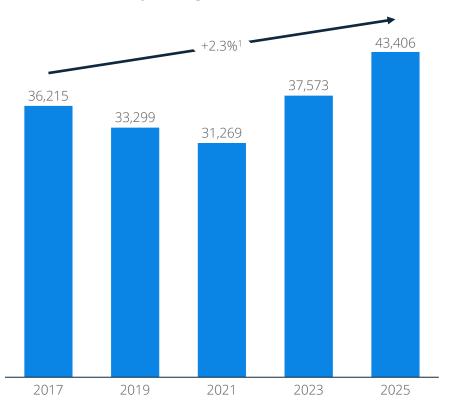
Health infrastructure (2/2)



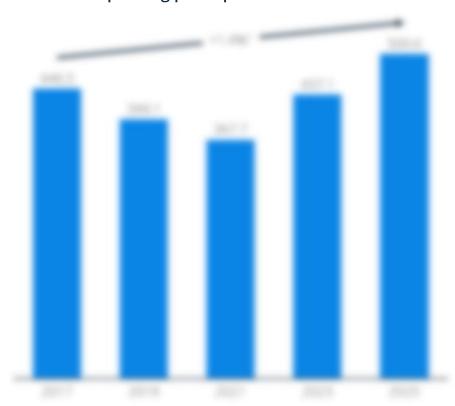
Between 2017 and 2025 the total healthcare spending is forecasted to increase

Health finance (1/2)

Total healthcare spending in million US\$

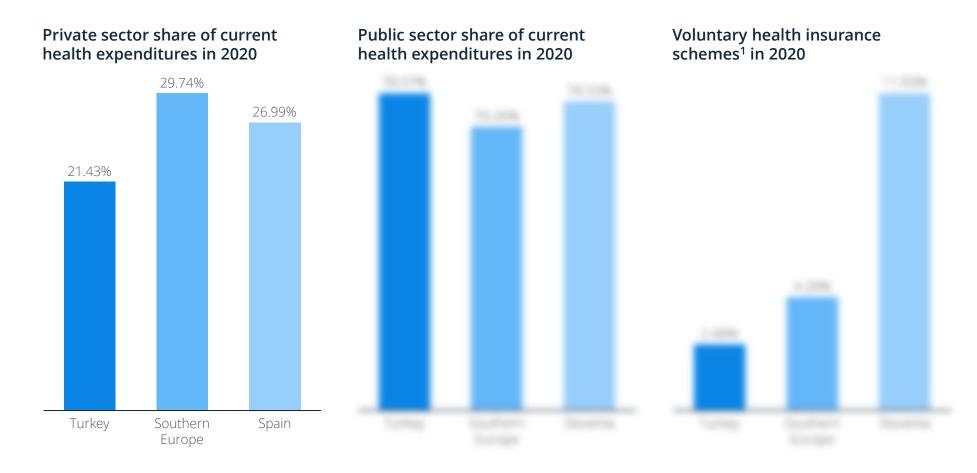


Healthcare spending per-capita in US\$



The share of current public health expenditures is higher than regional average

Health finance (2/2)



^{1:} As share of current health expenditure

Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source

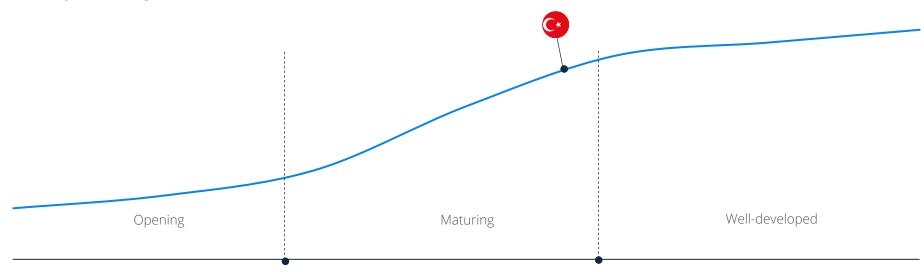
Sources: Statista, based on World Bank, WHO as of O4 2020



The retail market in Turkey is maturing

Retail structure (1/4)

Development stages of retail markets



- Global grocery chains are not present
- National store ownership characterized by handcart or independent stores
- Traditional¹ payment methods are primarily used

- Global grocery chains start operations in large
 Global chains operate in large cities, mediumcities1
- Store ownership is characterized by independent stores, national or international chains
- Traditional and electronic payment methods¹ are commonly used

- sized cities and rural areas¹
- Store ownership is characterized by independent stores and national or international chains
- Traditional, electronic and mobile payment methods¹ are commonly used

In Turkey, global grocery chains are represented

Retail structure (2/4)

Presence of international grocery chains

International grocery chains	Store location	International grocery chains	Store location
7-ELEVEN _®	×	ALDI	×
SPAR ()	×	(CBA)	*
Walmart > !<.	×	MIGROS	✓
Carrefour (\checkmark	(12/41)	*
L.DL	×	Auchan	*

Characteristics of the grocery market in Turkey

Retail structure (3/4)





Hypermarkets	Convenience	Discounter	Handcart
\checkmark	\checkmark	\checkmark	√



International chains	National chains	Independent stores ²
×	\checkmark	\checkmark











Insights into the grocery structure and shopping behavior in Turkey

Retail structure (4/4)

Insights into a national typic grocery structure





The grocery structure in Turkey is characterized by hypermarkets, convenience stores, discounters and handcarts.

Consumers normally buy groceries once a week especially from large grocery markets because they can find everything they need there. Additionally, many stores offer a lot of sales. If consumers need fresh products, they usually like to purchase those from small markets which can be found in almost every neighborhood.

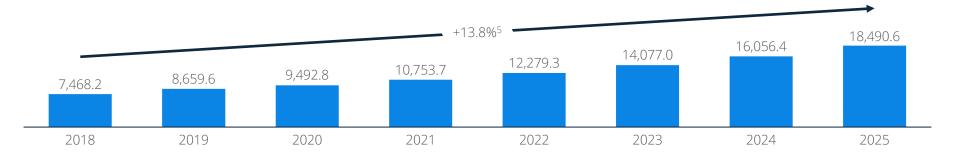
Consumers in Turkey spend the most in the area of "Food, non-alcoholic beverages"

Consumer behavior: spending

Consumer spending¹ in 2020



Consumer spending¹ in US\$⁴



^{1:} Average consumer spending per capita of private households 2: Furnishings, household equipment and routine maintenance of the house

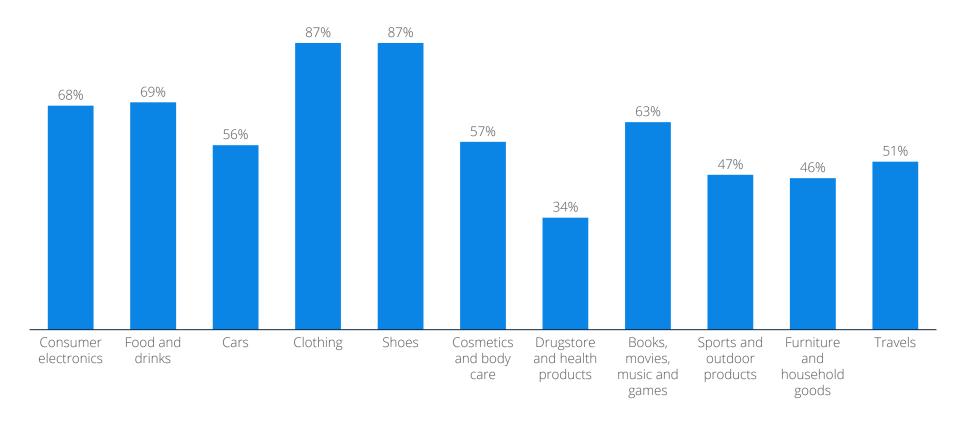
Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source Sources: Statista Consumer Market Outlook, 2021

^{3:} Miscellaneous goods and services (according to the Classification of Individual Consumption Purposes) 4: Current US\$, see glossary for definition of current and constant 5: CAGR

Consumers in Turkey are most interested in clothing

Consumer behavior: product interest

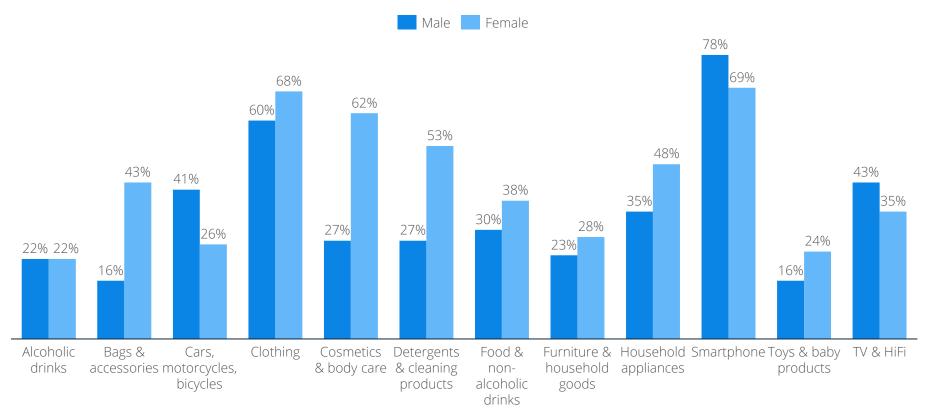
Interest in product and service categories¹



Consumers in Turkey value smartphone brands the most

Consumer behavior: brands

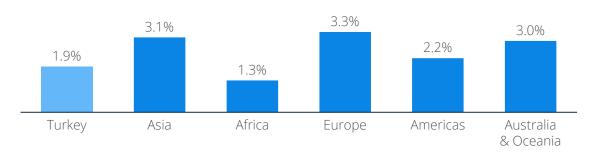
Brand awareness¹



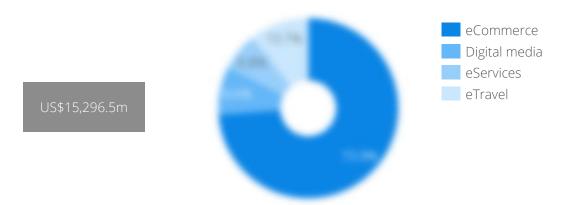
With US\$11.3bn and a share of 73.9%, eCommerce generated the highest digital revenues in 2020

Consumer behavior: digital expenditures

Digital expenditures¹ as share of consumer spending per capita in 2020



Total digital revenues¹ in this country and breakdown in 2020



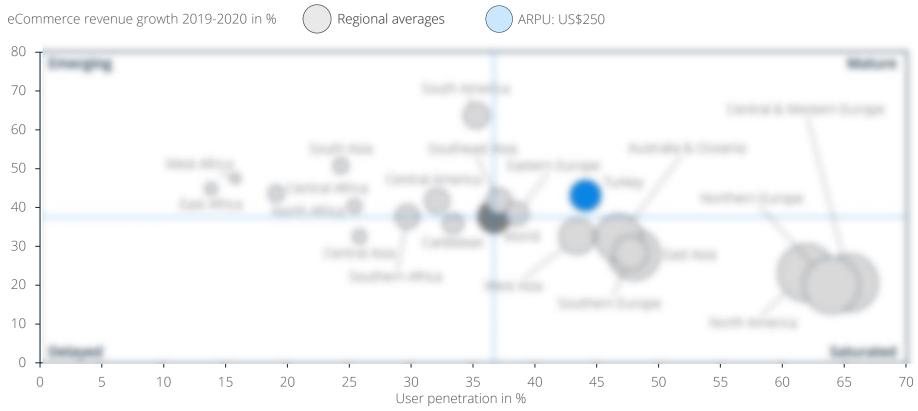
Highlights

- In Europe, digital expenditures as a share of consumer spending per capita reached 3.3% in 2020
- In Turkey, the revenue in the eCommerce market amounted to US\$11,300.2m in 2020
- The eServices market generated revenues of US\$1.038.4m in 2020
- In the eTravel market, 2020 revenues totaled US\$1,640.1
- Revenue in the digital media market amounted to US\$1.317.8 in 2020

Compared to its region, user penetration is below average

eCommerce: overview

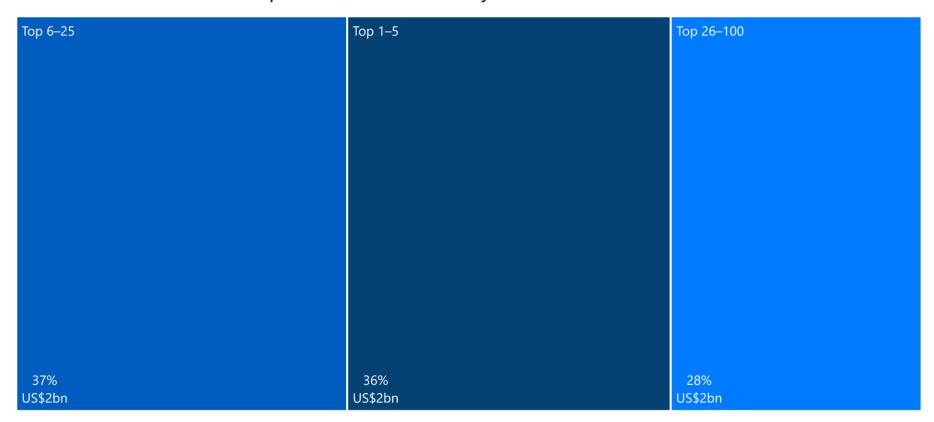
eCommerce revenue growth, ARPU¹ in US\$, and user penetration² in 2020



The top 5 stores account for 36% of the top 500 net sales in Turkey in 2019

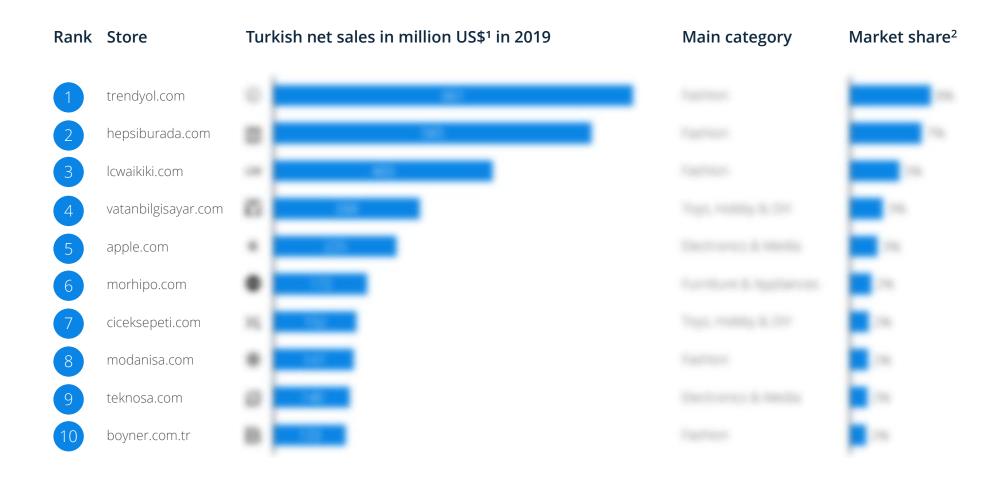
eCommerce: overview (2/3)

Distribution of net sales of the top 500 online stores in Turkey in 2019



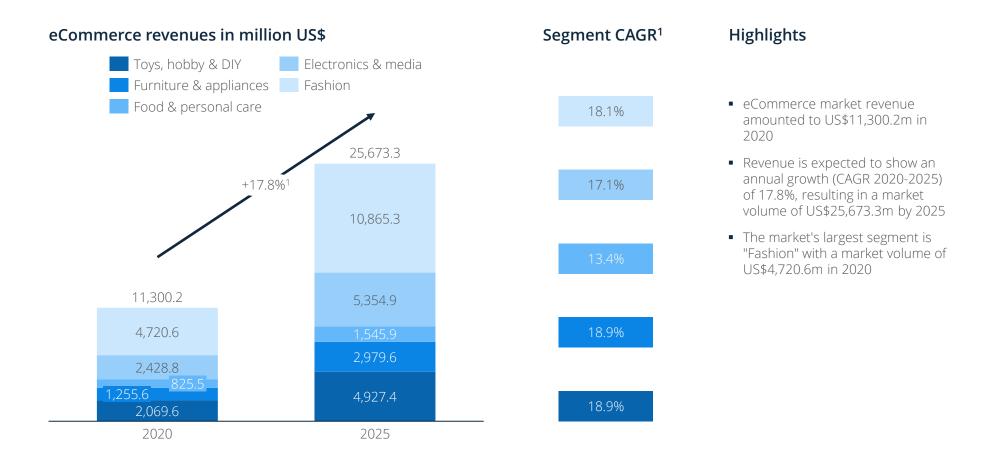
Trendyol.com heads the list of the top 10 Turkish stores

eCommerce: overview (3/3)



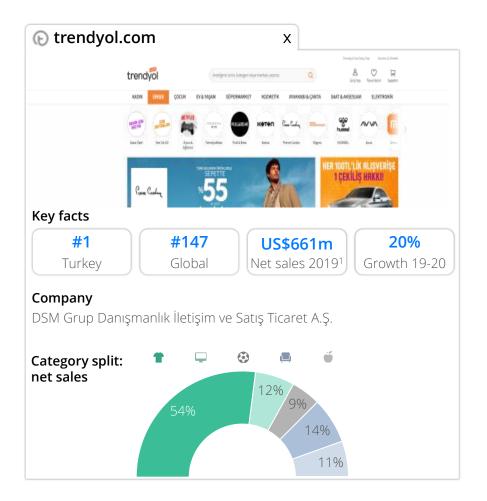
eCommerce revenues are expected to have a positive annual average growth of 17.8% by 2025

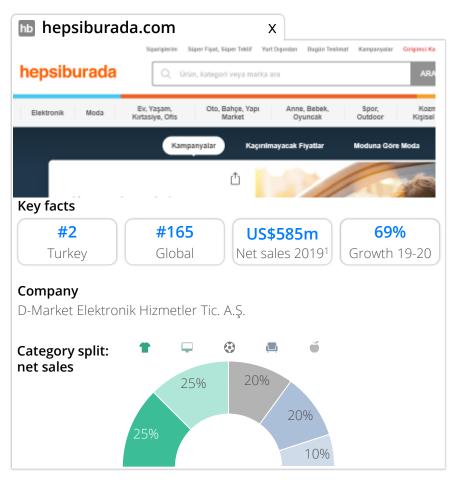
eCommerce: revenue projection



Store profiles for trendyol.com and hepsiburada.com

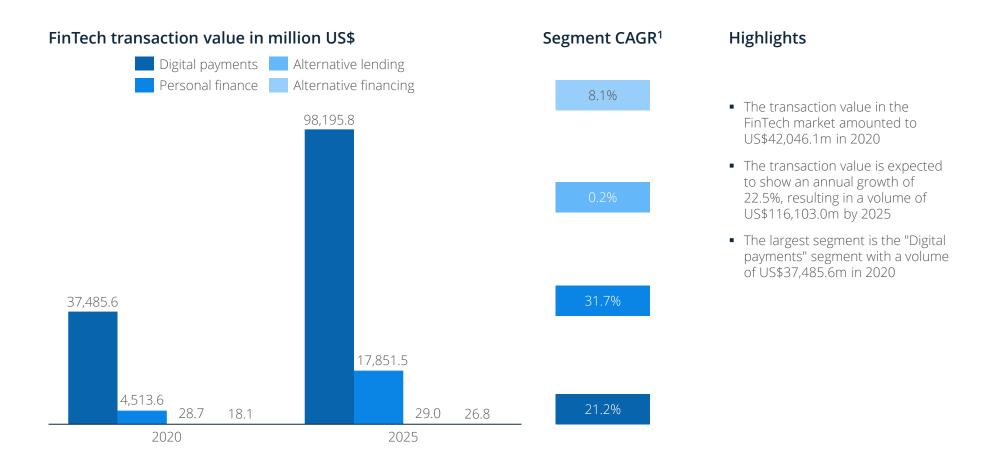
eCommerce: selected store profiles

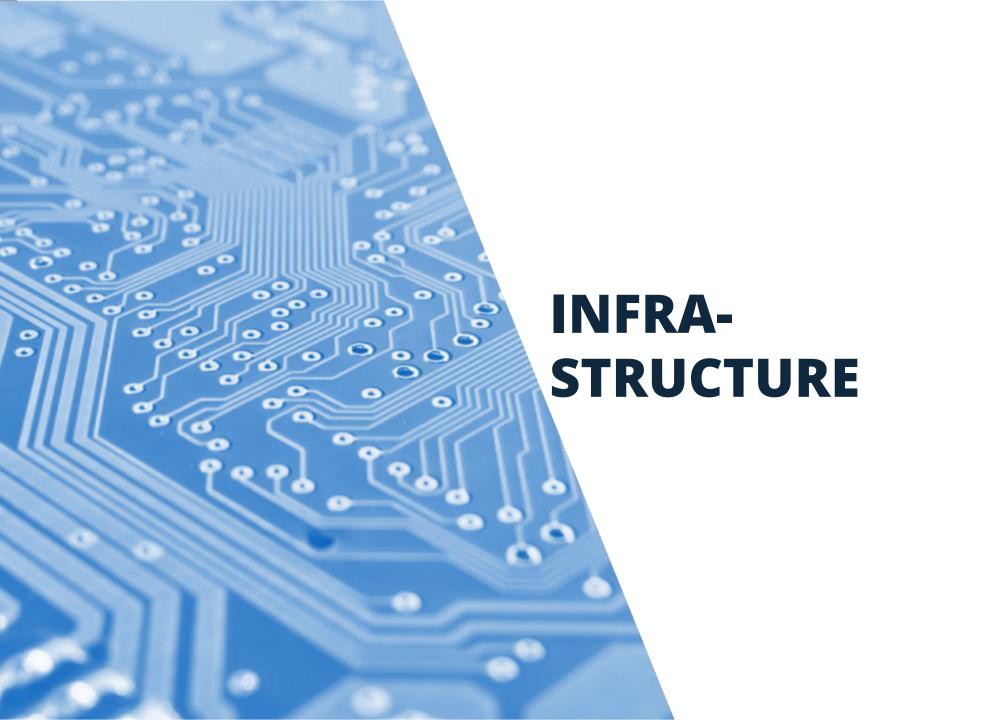




The total FinTech transaction value is forecast to grow by 28.6% from 2020 to 2025

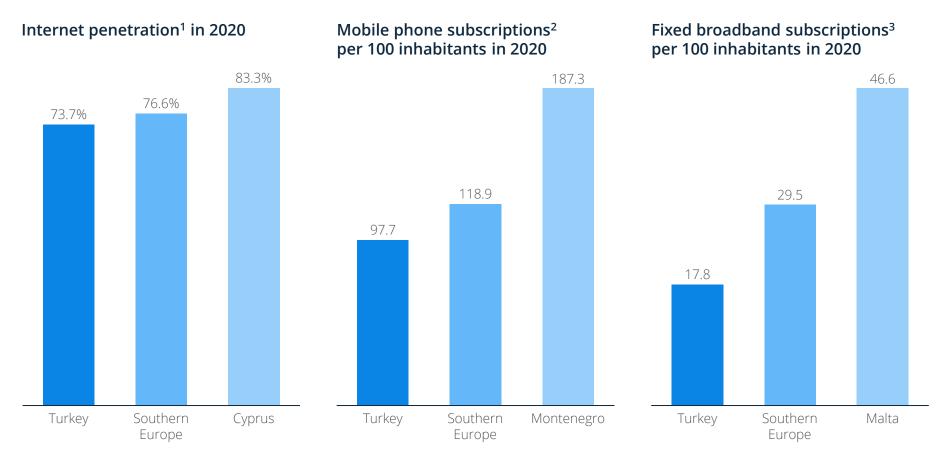
FinTech: transaction projection





73.7% used the internet and there were 97.7 mobile cellular subscriptions per 100 people

Digital infrastructure (1/2)



^{1:} Share of individuals who have used the Internet (from any location) in the last 3 months 2: Subscriptions to a public mobile telephone service that provide access to the PSTN using cellular technology 3: Fixed subscriptions to high-speed access to the public internet at downstream speeds equal to or greater than 256 kbit/s

Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source Sources: Statista, based on ITU, as of Q4 2020

Turkey had the 63rd highest internet penetration in the world in 2020

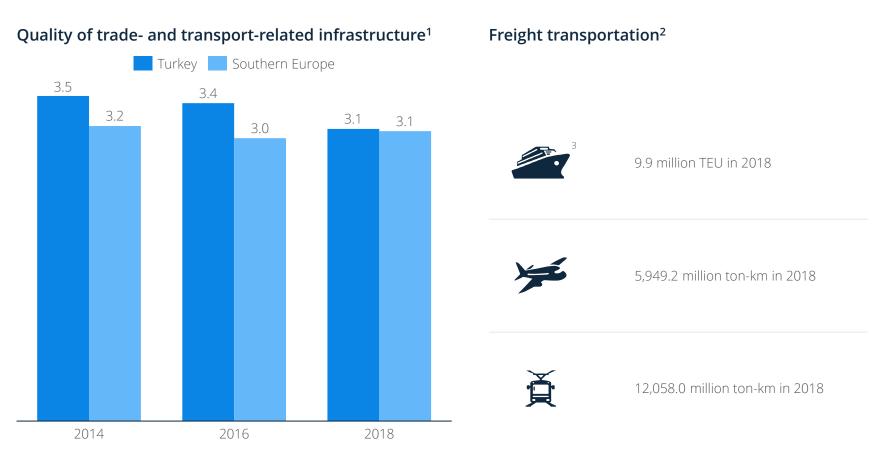
Digital infrastructure (2/2)

Internet penetration¹ in % in 2020



Quality of trade- and transport-related infrastructure was higher than the regional average

Transport infrastructure



Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source
1: Logistics Performance Index (5 = high, 1 = low); logistics professionals' perception of a country's quality of trade- and transport-related infrastructure (e.g., ports, railroads, roads, information technology). Scores are averaged across all respondents 2: Ton-kilometer = cargo weight transported times distance transported, TEU = Twenty-foot equivalent unit (standard-size container) 3: Container port traffic
Sources: World Bank 2019



This country had the 16th highest CO₂ emissions in 2019

 CO_2 emissions (1/2)

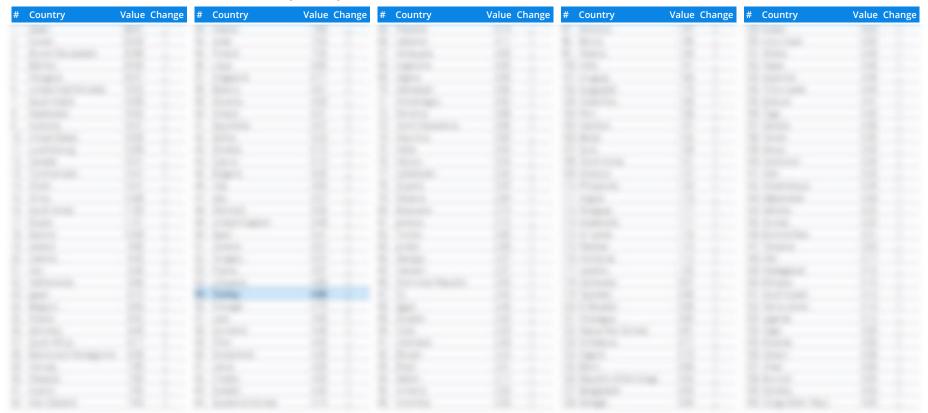
Territorial CO₂ emissions¹ in million metric tonnes in 2019 and variation since 2018



This country had the 55th highest CO₂ emissions per capita in 2019

 CO_2 emissions (2/2)

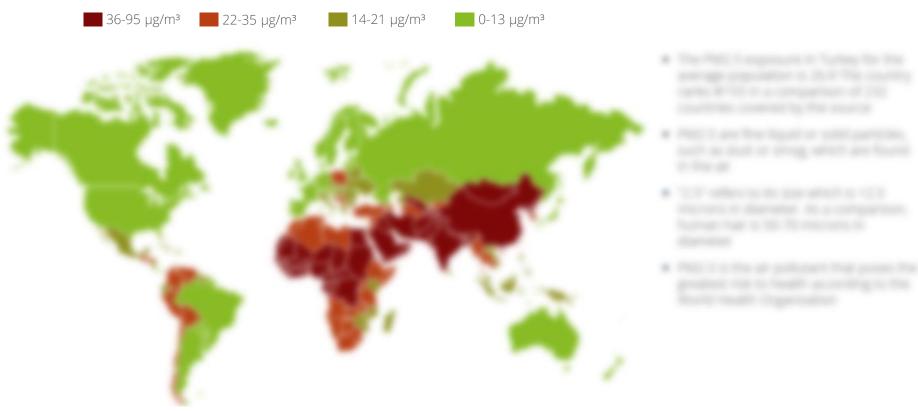
Territorial CO₂ emissions¹ in tonnes per capita in 2019 and variation since 2018



In a 2019 global comparison, Turkey had a rather high exposure to particulates

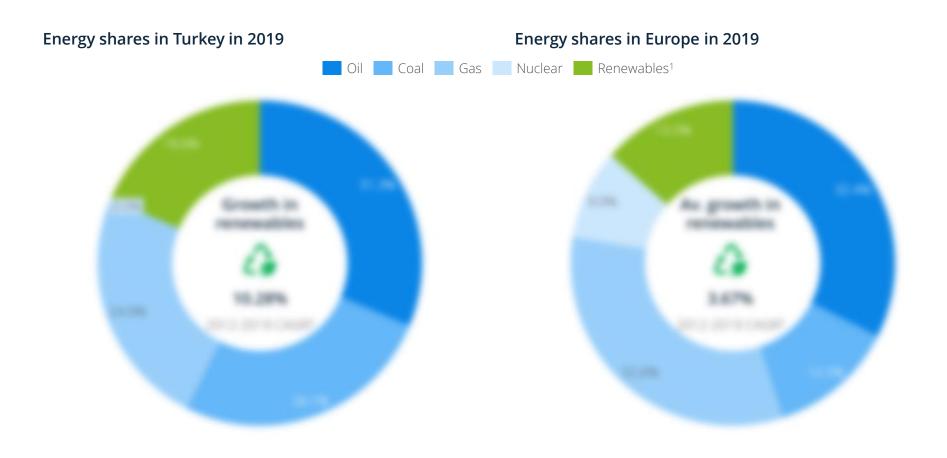
Particulate exposure

Mean exposure to PM2.5 in micrograms per cubic metre¹ in 2019



Compared to the average of the continent, Turkey has a lower share in renewables

Energy shares



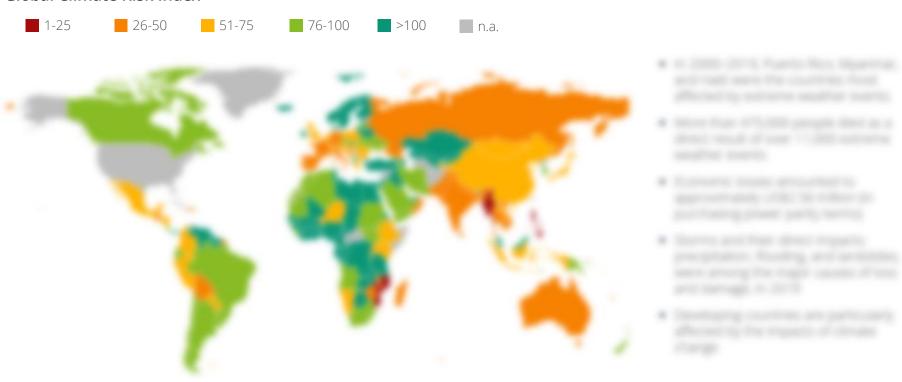
^{1:} Renewable energies include hydropower, solar, wind, and other renewable sources 2: CAGR: Compound Annual Growth Rate / average growth rate per year

Note: Regional average value refers to the countries covered by the Statista Country Reports and the source Sources: BP 2019, Statista 2021

In a 2010-2019 global comparison, Turkey had a low recurrence of extreme weather events

Global Climate Risk Index

Global Climate Risk Index¹



^{1:} Analyses and ranks to what extent countries and regions have been affected by impacts of climate related extreme weather events (storms, floods, heatwaves etc.), with lower scores corresponding to more affected. The most recent data available from 2000 to 2019 was taken into account



Turkey is a presidential republic

Political profile

General information

Government type: presidential republic

Head of State: President Recep Tayyip ERDOGAN

Head of Government: President Recep Tayyip ERDOGAN

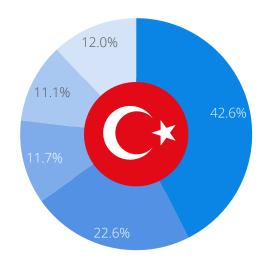
• Women in parliament: 17.3%

• Freedom House Global Score: 32

• Freedom House Internet Score¹: 35

Most recent election results: Grand National Assembly of Turkey, 2018

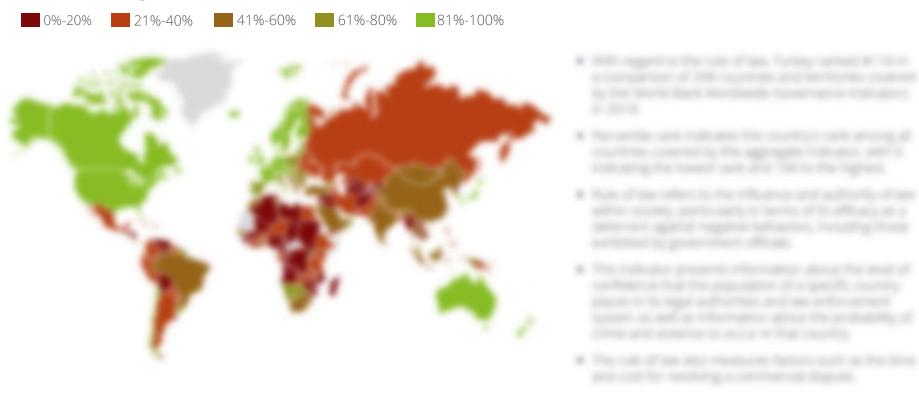




Rule of law in Turkey is medium

Political environment: rule of law

Percentile rankings in rule of law in 2019



In "control on corruption" Turkey is 32.7 points behind regional high performer

Institutional framework

Comparison of country and territory scores to highest and lowest scores in the region and worldwide

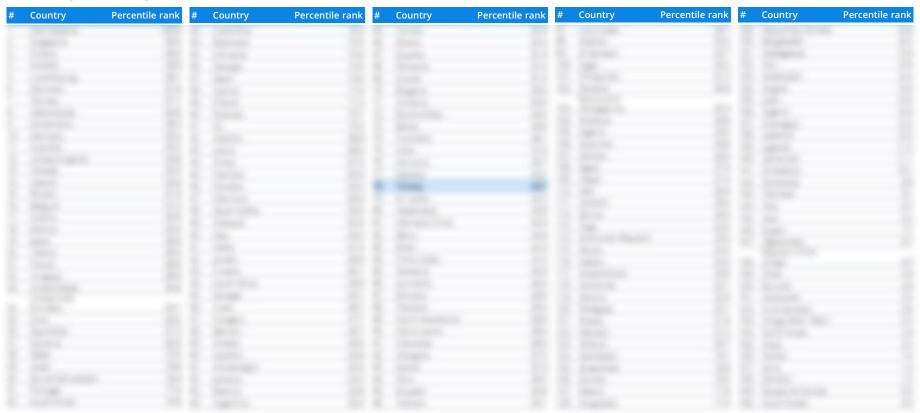


^{1:} Index values transformed from 0-1 scale to 0-100 2: Values in percentage. The categorization is grouped as follows: 0-59% for persecuting countries, 60-69% for intolerant countries, 70-79% resistant countries, 80-89% for tolerant countries, and 90-100% for protecting countries 3: Original values have been inverted to fit in with the other indexes; high values now indicate more freedom than small ones 4: Mainland China Sources: World Economic Forum 2020, Reporters without Borders 2020, Franklin&Marshall College 2019, World Bank 2019, Statista 2020

Control of corruption is rated as medium

Political environment: corruption control

Efficiency of corruption control^{1,2} in 2019

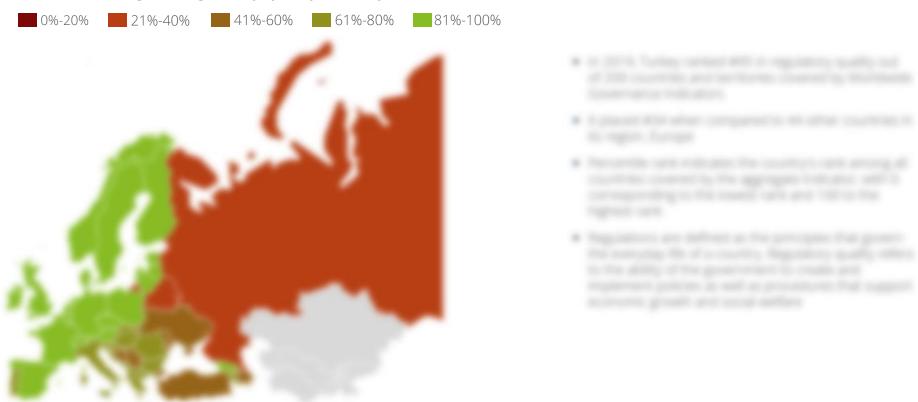


^{1:} Percentile rank among all countries (ranges from 0 (lowest) to 100 (highest) rank), Perceptions on the extent to which public power is exercised for private gain, including both petty and grand forms of corruption as well as "capture" of the state by elites and private interests Note: Only countries covered by the Statista Country Reports are considered for the comparison Sources: World Bank 2020

Regulatory quality in Turkey is on a medium level

Political environment: regulatory quality

Percentile rankings¹ in regulatory quality in Europe in 2019



Moderate risks of violence and/or terrorism due to political instability

Political environment: governance

Governance against political instability and threat of violence/terrorism^{1,2} in 2019



^{1:} Measures perceptions of the likelihood of political instability and/or politically-motivated violence, including terrorism 2: Ranked from strong (2.0) to weak (-3)



Methodology and data used in this report

Data description and methods (1/2)

Data sources

The Statista Country Reports present quantitative data from various private and public sources of information. These sources include the International Monetary Fund, the World Bank, the United Nations, the OECD, the World Economic Forum, the International Labour Organization, the CIA World Factbook, the Freedom House, the International Foundation for Electoral Systems, and Statista itself. The data sources are indicated in footnotes throughout the report.

Real GDP calculation

A country's real GDP is an inflation-adjusted GDP assessment reflecting its net growth. It can be used to compare economy sizes across countries. The data in this report is presented in U.S. dollars and maintains the growth rates of the real GDP series. The data is expressed in the base year of each country's national accounts, and the year is specified for each country. For more information, please refer to the FAQ section of the World Economic Outlook Database.

Difference between current and constant US\$

Data reported in current US\$ reflects the value that the currency has in a specific year. The current data series is influenced by the effect of price inflation and differences in exchange rates, and the comparability of growth rates between countries is limited.

Data expressed in constant US\$ reflects the value of a currency in a specified base year. The individual base year listed in a country's national accounts differs from country to country. Constant series are used to measure the true growth of a series by adjusting for the effects of price inflation.

Methodology and data used in this report

Data description and methods (2/2)

Business culture data

Data related to country-specific business cultures was collected between January 5 and February 19, 2019. In order to obtain reliable insights into business cultures for each country, only individuals with business experience in their respective countries were included in the survey.

The survey sample consisted of 381 participants and a total of 127 countries. Due to the small sample size, the information presented in this report gives the reader a subjective, approximate impression of the business culture in a country and cannot always be generalized.

Statista Fact Check

The Statista Fact Check of international retail structures was carried out between January 5 and February 19, 2019. In order to collect information about the national retail characteristics, only people living in the country of interest were asked to participate in the Fact Check.

The Statista Fact Check included 254 participants and covered 127 countries worldwide. The information presented by the Statista Fact Check gives the reader an impression of the retail structures within the country and cannot always be generalized.

Determination of retail market development stages

The development stages of retail markets were identified based on the specific features of each individual retail market. In cases in which only two out of three features qualified a country for a certain development stage, the country was placed in the transition zone or at the beginning of the higher development stage. For instance, in Egypt, international chains operate in rural areas as well as medium-sized and large cities, and the grocery market is characterized by international, national, and independent store ownership (all indicators for a well-developed retail market). But since payment options do not yet incorporate smartphones and only include traditional and electronic methods (indicator for a maturing market), Egypt was assigned an early well-developed retail market stage.

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About the Statista Global Consumer Survey 2020



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topics & industries

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The Statista Global Consumer Survey offers a global perspective

on consumption and media usage, covering the offline and online world of the consumer. It is designed to help marketers, planners, and product managers understand consumer behavior and

11,500+

1,000,000+

3.4bn.+

int brands

interviews

consumers represented



Marketing & social media



Finance & insurance



eCommerce & retail



Health



Food & nutrition



Housing & household equipment



Internet & devices



Travel



Mobility







Characteristics & demographics

Find out more on www.statista.com/customercloud/global-consumer-survey



About the Statista Digital Market Outlook



90+ 150+ 9 30,000+

markets locations years (2017–2025) interactive statistics

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About the ecommerceDB

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In-depth analysis for over 20,000 online store URLs



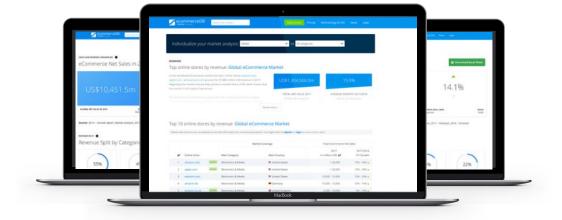
Adjustable top, category, country & region rankings



Download shop profiles for seamless processing



Direct contact to our eCommerce analysts



CONTACT US

TEL +49 40 28 48 41 409

E-MAIL <u>sukhdip.mann@statista.com</u>

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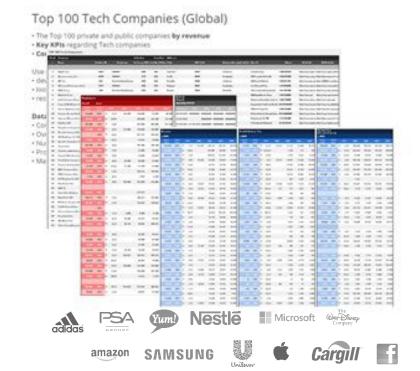
With the most important company figures



Coverage of most Statista industries



Available for the most important regions



Find out more on www.statista.com/toplists



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Market research - Market analysis - Data modeling

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Before joining Statista, she gathered experience in distribution network strategy and business analysis.