

Insights into the growth of Turkish eCommerce

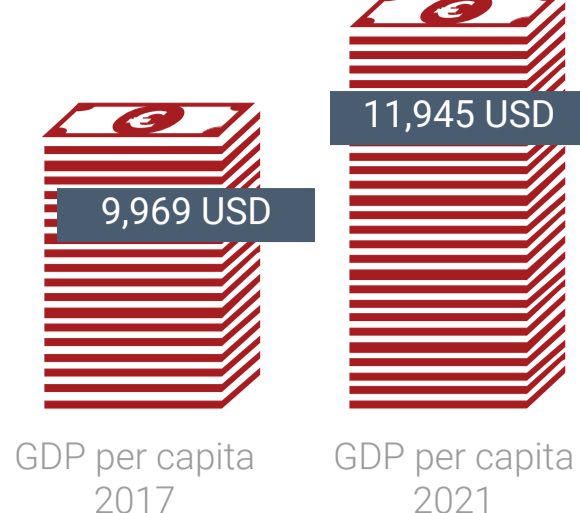
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 79.51 million people with a total GDP of 857.75 billion USD.

GDP per capita is currently 9,969 USD and expected to reach 11,945 by 2021.



TURKEY IS RANKED AS THE 13TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

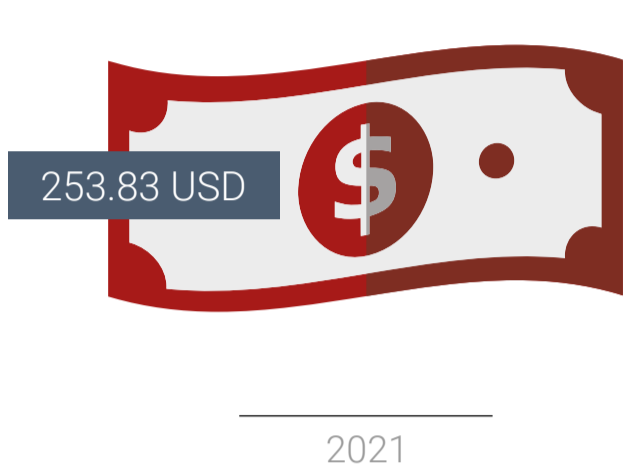
User Insights

There are currently 31.39 million eCommerce users in Turkey, with an additional 6.72 million users to be shopping online by 2021.

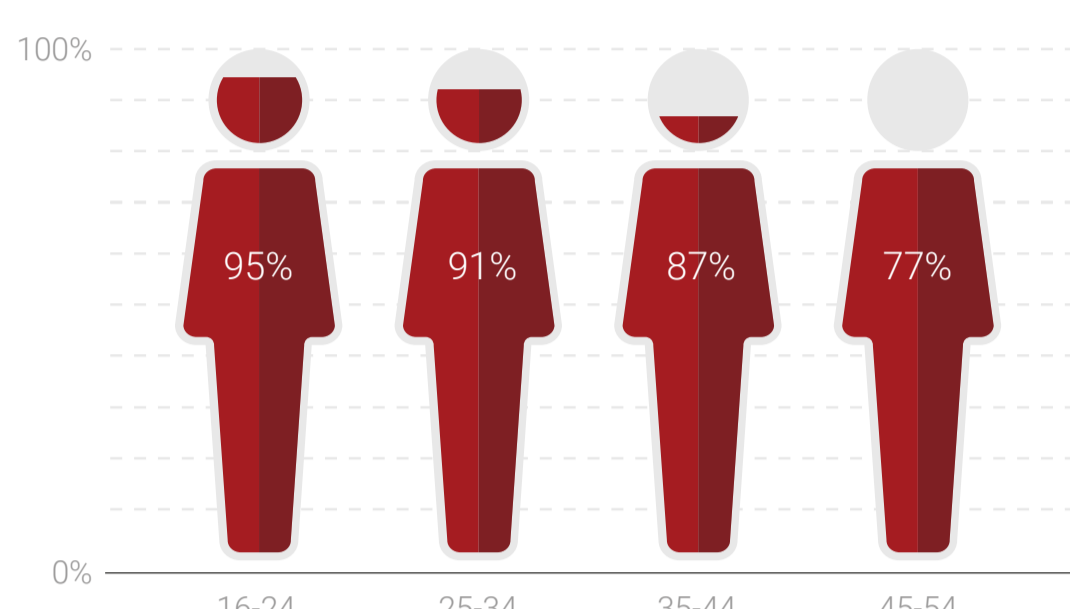
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 5.85 billion USD, expected to reach 9.67 billion USD by 2021.

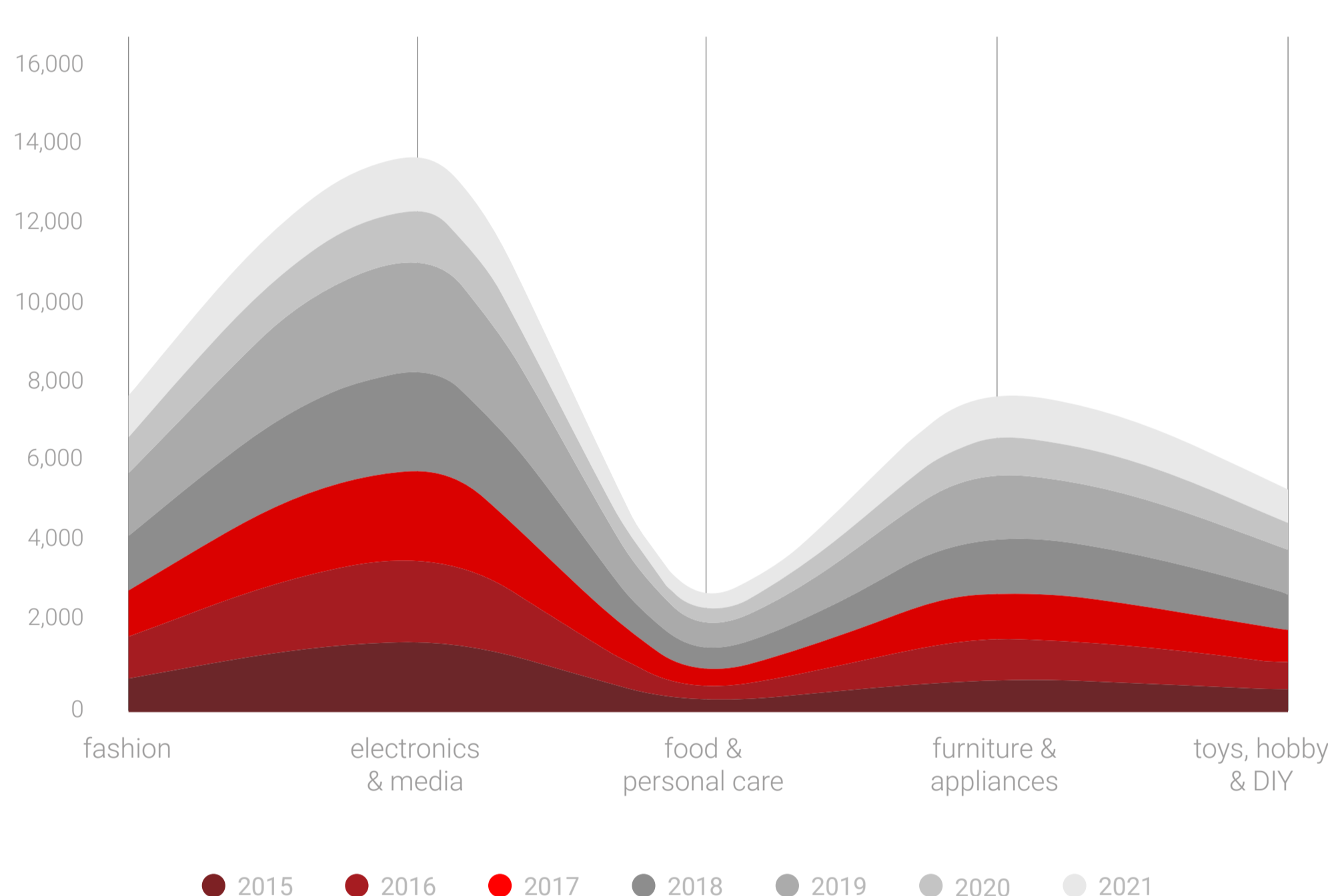


Electronics & Media is currently the leading product category, accounting for 2.26 billion USD market share.



Furniture & Appliances is second, accounting for 1.18 billion million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



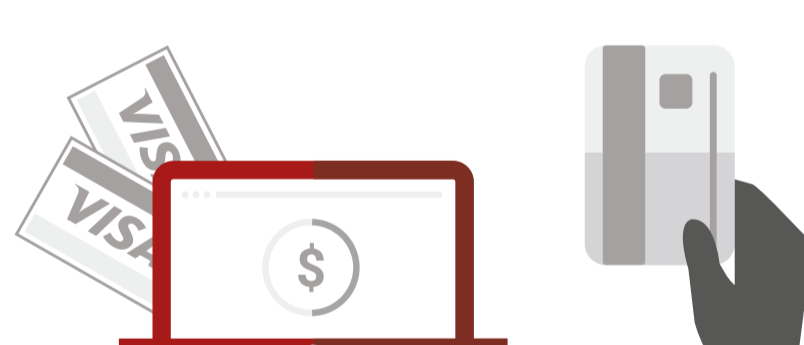
Logistics & Infrastructure



In 2016, Turkey was ranked 34th in the World Bank Logistics ranking.

Preferred Online Payment Methods

43% shoppers like to pay with Visa when shopping online, and 43% prefer MasterCard.

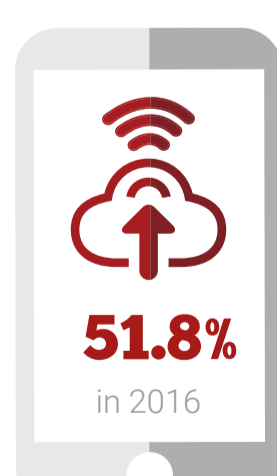


Where does Turkey buy from?

China supplies Turkey with 24.4 billion USD in imports. Other key import partners are Germany (22.5 billion USD), Russia (12.2 billion USD), Italy (10.8 billion USD) and the US (10.4 billion USD).



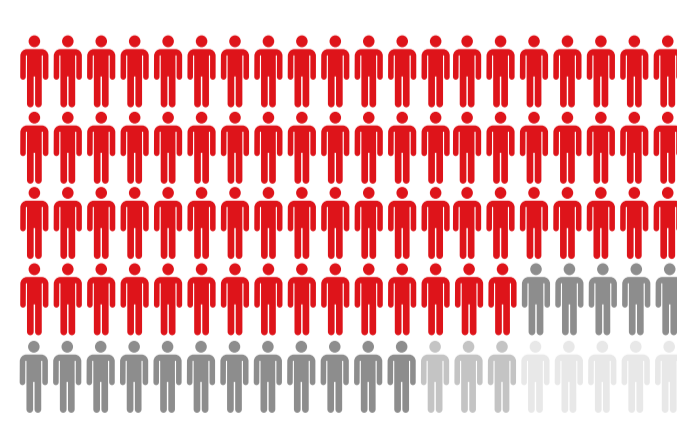
Device Usage



Internet penetration is currently at 64.9%, and should reach 74.3% by 2021.

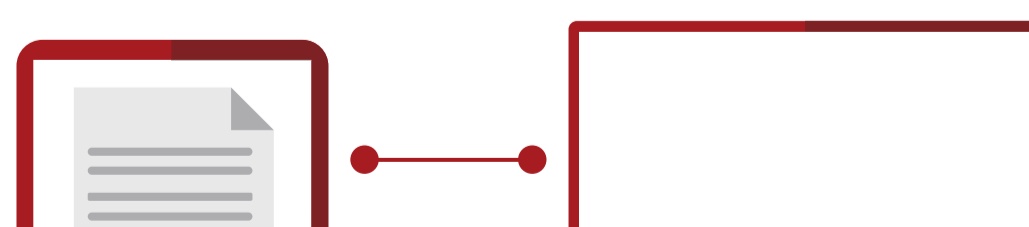
Smartphone penetration is 51.8% and is projected to grow to 69.5% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

In 2017, total ad spend is expected to reach 2.37 billion USD.



52% of Turkey are monthly mobile social network users, thanks to YouTube, Facebook, Instagram and Twitter, which are the leading social networks.

FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.