

Turkey Smartphone Market, By Operating System (Android, iOS and Others (Windows, Blackberry, etc.)), By Display Technology (LCD, OLED, AMOLED, Others (FHD+, LCD+FHD)), By Distribution Channel [(Multi-Brand Store, Exclusive Store, Online, Others (Supermarket, Hypermarket, etc.))], By Region (Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Blacksea and Eastern Anatolia), Competition, Forecast & Opportunities, 2017-2027F

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Report description:

Turkey smartphone market is driven by improving living standards, technological advancements, and increasing working population. The market is expected to grow at a CAGR of 4.48% during the forecast period, reaching around USD 6.97 billion by 2027. Furthermore, innovation and increasing per capita income are expected to boost the Turkey smartphone market during the forecast period.

Turkey smartphone market is facing stagnant growth during the forecast period owing to reduction in smartphone replacement cycle from 18 months to 24 months because of the new taxation policies introduced by the Turkish government where the tax rate is almost 82% on the purchase of a new smartphone. Smartphones in Turkey are generally expensive as compared to the United States of America and Europe. However, Turkey is going to be an important smartphone manufacturing country as there is an increase in the investment from leading companies. For instance, the third-largest mobile phone manufacturer in the world, Xiaomi, chose Turkey as its fourth global production facility. With a \$30 million investment, the company opened its manufacturing facility in Istanbul in March 2021, adding 2,000 employees.

Turkish electronics manufacturers are seeing increased competition in recent months with China's Oppo has beginning

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manufacturing in the Tuzla area, one of Istanbul's industrial hubs.

During the COVID-19 pandemic, many countries faced decline in the sales of smartphone and so did Turkey. In 2020, many people in Turkey lost their jobs and some were receiving less salary during the lockdown, thus, buying a new smartphone could not make it to the essential item list of the people in Turkey, which resulted in a decline in the sales of smartphone in the country.

Increasing Investment from Big Companies is Driving the Market Growth

Due to investments made by major corporations, Turkey is anticipated to become a significant center for the manufacturing of smart phones. With the opening of a research and development (R&D) center about ten years ago, Chinese electronics giant Huawei took the first step. Following suit were Xiaomi, OPPO, Samsung, TECNO Mobile, and TCL. Vivo and Realme have also gained ground. Turkish technology company Sunny produces some Samsung mobile phone models in Turkey. With a USD35 million investment, another Chinese business, TECNO, began manufacturing in Turkey and employed around 1,000 employees. With a capacity of 450,000 units per year and a goal of 1 million units in 2022, China's TCL started producing mobile phones in Turkey by joining forces with a Turkish home appliances company, Arcelik.

Technological Advancement Contributing to Increased Convenience Driving the Market Growth

The market for smartphones has shown rapid expansion in recent years. The primary characteristics of smartphones are convenience and personalization. One of the top nations for the growth of the smartphone market is Turkey. In comparison to their dedicated variants, newer generation convergence devices (all-in-ones, camera phones) provide consumers improved product performance in terms of quality. Numerous functionalities on smartphones might be found in other tech goods alone. Furthermore, a Smartphone functions as a Kindle book, pocket dictionary, bank ATM, alarm clock, scanner, voice recorder, notebook, iPad, paper comics, television, and more. This list can be expanded based on the brand of the smartphone, but smartphones offer services for a wide range of other devices.

Higher Tax Rates for smartphones in Turkey is Hindering the Market Growth

The government of Turkey increased the special consumption tax on mobile phones in the year 2022. The lowest tax rate of 25% was set for smartphones ranging from USD 83 or lower. 40% tax was set for smartphones between the price range of USD 83 and 168. The maximum 50% tax was fixed for the price range of USD 168 and above.

Due to this reason high-end smartphones are becoming expensive. For instance, the iPhone 13's initial price in Turkey is around USD 1050. That is more than the net minimum salary for a month which is around USD 440.

Market Segmentation

The Turkey smartphone market is segmented based on operating system, display technology, distribution channel, region, and competition landscape. Based on operating system, the market is further segmented into Android, iOS, and others. The display technology is further segmented into LCD, OLED, AMOLED, and others. The distribution channel is segmented into multi-brand store, exclusive store, online, and others. The market analysis also studies the regional segmentation divided into Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Blacksea, and Eastern Anatolia.

Company Profiles

EvoFone Bilgi Teknolojileri San Ltd Sti (Xiaomi), Samsung Electronics Istanbul Paz ve Tic Ltd Sti, Huawei Telekomunikasyon Dis Tic Ltd. Sti, Apple Teknoloji ve Sas Ltd. Sti, Oppo Turkey Telekomunikasyon Tic Ltd. Sti, Telpa Telekomunikasyon Tic AS (General Mobile), Lenovo Turkiye, BBK Electronics Corp Ltd., Nokia Turkiye, TCL Corp. are some of the leading market players of the Turkey smartphone market. New market players are also actively entering the market in the recent years and further driving the market growth.

Years considered for this report:

Historical Years: 2017-2020

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Base Year: 2021
Estimated Year:2022E
Forecast Period: 2023F-2027F

Report Scope:

In this report, Turkey smartphone market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

- Turkey Smartphone Market, By Operating System:

- o Android
- o iOS
- o Others

- Turkey Smartphone Market, By Display Technology:

- o LCD
- o OLED
- o AMOLED
- o Others

- Turkey Smartphone Market, By Distribution Channel:

- o Multi-Brand Store
- o Exclusive Store
- o Online
- o Others

- Turkey Smartphone Market, By Region:

- o Marmara
- o Central Anatolia
- o Mediterranean
- o Aegean
- o Southeastern Anatolia
- o Blacksea
- o Eastern Anatolia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Turkey Smartphone market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

Table of Contents:

1. Product Overview
2. Research Methodology
3. Executive Summary
4. Impact of COVID-19 on Turkey Smartphone Market
5. Voice of Customers
 - 5.1. Brand Awareness
 - 5.2. Factors Affecting Purchase Decision
 - 5.3. Challenges Faced Post Purchase
6. Turkey Smartphone Market Outlook

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- 6.1.□Market Size & Forecast
 - 6.1.1.□By Value & Volume
- 6.2.□Market Share & Forecast
 - 6.2.1.□ By Operating System (Android, iOS, Others)
 - 6.2.2.□By Display Technology (LCD, OLED, AMOLED, Others)
 - 6.2.3.□By Distribution Channel (Multi-Brand store, Exclusive Store, Online, Others)
 - 6.2.4.□By Region (Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Blacksea, Eastern Anatolia)
 - 6.2.5.□By Company (2021)
- 6.3.□Market Map (By Operating System, By Display Technology, By Distribution Channel, By Region)
- 7.□Marmara Smartphone Market Outlook
 - 7.1.□Market Size & Forecast
 - 7.1.1.□By Value & Volume
 - 7.2.□Market Share & Forecast
 - 7.2.1.□By Operating System
 - 7.2.2.□By Display Technology
 - 7.2.3.□By Distribution Channel
- 8.□ Central Anatolia Smartphone Market Outlook
 - 8.1.□Market Size & Forecast
 - 8.1.1.□By Value & Volume
 - 8.2.□Market Share & Forecast
 - 8.2.1.□By Operating System
 - 8.2.2.□By Display Technology
 - 8.2.3.□By Distribution Channel
- 9.□Mediterranean Smartphone Market Outlook
 - 9.1.□Market Size & Forecast
 - 9.1.1.□By Value & Volume
 - 9.2.□Market Share & Forecast
 - 9.2.1.□By Operating System
 - 9.2.2.□By Display Technology
 - 9.2.3.□By Distribution Channel
- 10.□Aegean Smartphone Market Outlook
 - 10.1.□Market Size & Forecast
 - 10.1.1.□By Value & Volume
 - 10.2.□Market Share & Forecast
 - 10.2.1.□By Operating System
 - 10.2.2.□By Display Technology
 - 10.2.3.□By Distribution Channel
- 11.□Southeastern Anatolia Smartphone Market Outlook
 - 11.1.□Market Size & Forecast
 - 11.1.1.□By Value & Volume
 - 11.2.□Market Share & Forecast
 - 11.2.1.□By Operating System
 - 11.2.2.□By Display Technology
 - 11.2.3.□By Distribution Channel
- 12.□Blacksea Smartphone Market Outlook
 - 12.1.□Market Size & Forecast
 - 12.1.1.□By Value & Volume

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- 12.2.□Market Share & Forecast
 - 12.2.1.□By Operating System
 - 12.2.2.□By Display Technology
 - 12.2.3.□By Distribution Channel
- 13.□Eastern Anatolia Smartphone Market Outlook
 - 13.1.□Market Size & Forecast
 - 13.1.1.□By Value & Volume
 - 13.2.□Market Share & Forecast
 - 13.2.1.□By Operating System
 - 13.2.2.□By Display Technology
 - 13.2.3.□By Distribution Channel
- 14.□Pricing Analysis
- 15.□Market Dynamics
 - 15.1.□Drivers
 - 15.2.□Challenges
- 16.□Market Trends & Developments
- 17.□Policy & Regulatory Landscape
- 18.□Turkey Economic Profile
- 19.□Competitive Landscape
 - 19.1.□Apple Teknoloji ve Sas Ltd Sti
 - 19.2.□Samsung Electronics Istanbul Paz ve Tic Ltd Sti
 - 19.3.□Evofone Bilgi Teknolojileri San Ltd Sti (Xiaomi)
 - 19.4.□Huawei Telekomunikasyon Dis Tic Ltd Sti
 - 19.5.□Oppo Turkey Telekomunikasyon Tic Ltd Sti
 - 19.6.□Telpa Telekomunikasyon Tic AS (General Mobile)
 - 19.7.□Lenovo Turkiye
 - 19.8.□BBK Electronics Corp Ltd
 - 19.9.□Nokia Turkiye
 - 19.10.□TCL Corp
- 20.□Strategic Recommendations
- 21.□About Us & Disclaimer

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