

Consumer Lending in Turkey

Market Direction | 2022-10-25 | 13 pages | Euromonitor

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Report description:

Turkey has one of the highest inflation rates in the world in 2022, with fears it could even reach triple-digits. Unlike most other countries, this soaring inflation had already been triggered prior to the energy crisis arising from the war in Ukraine. The lira's dramatic devaluation has led to the soaring inflation and has been fuelled further by government's stance to keep interest low. Although borrowing rates were not as enticing as they were in 2020 at the onset of the pandemic, consumer le...

Euromonitor International's Consumer Lending in Turkey report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Consumer Credit, Mortgages/Housing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Lending market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DISCLAIMER

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CONSUMER CREDIT IN TURKEY

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Soaring inflation fuels huge increase in gross lending
Default on loans on the rise
Doubling of transaction tax on consumer loans

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In order to curb card borrowing, instalment limitations to increase
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