Turkey Ict Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Turkey ICT Market is expected to grow at a CAGR of 9.3% for the forecast period. Spending on software and services held up well, and cloud computing had considerable growth in several regions. Systems integration, consulting, and computer programming are the major industries contributing most to the sales of conventional IT services.

Key Highlights
The young population of Turkey continues to fuel demand for cellular voice and internet services, as well as sales of PCs, tablets, phones, and consumer goods. It's anticipated that the audio-visual market will expand. With the growth of IoT and Industry 4.0, the use of new developing technologies, including Machine-to-Machine (M2M) connections, AI, blockchain, and robots, will also continue to increase.
Blockchain, artificial intelligence, big data, 5G, and other networking technologies will significantly impact the sector in the upcoming years. Turkey's funding options for 5G development attract investment in the telecom industry. Izmir, Istanbul, Ankara, and Antalya are the significant places where operators would initially try to introduce 5G service, while 4G will still be widely used elsewhere. Although it has not yet been announced, a spectrum auction for 5G frequencies is anticipated to occur within the coming year.
Turkey presents a market that is both promising and sometimes difficult and complex. Due to the country's current digital services tax (DST), local content requirements, and social media platforms' limitations, it becomes increasingly more work for foreign businesses to operate in Turkey. Nevertheless, upcoming large-scale projects, the GoT's 2019-2023 strategic plan, and national 5G ambitions provide possibilities for the United States businesses in this industry.
Turkey has developed a robust online shopping culture in recent years. E-commerce has become an integral part of the consumer's life due to the convenience of digital gadgets, which eliminate the need to go to the shop and allow users to quickly compare costs and choose the best solutions for their budget. As a result, the primary driving force behind internet buying in the nation is the chance to find more affordable costs.
ICT has advanced much further because of COVID-19, considering the growth of e-commerce and smart working in Turkey. However, the pandemic has also caused reduced investment, fewer managerial functions, digital manufacturing, automation, and

other factors that might be detrimental to the technology market. Regardless, the country is looking into measures to restore economic activity gradually.

Turkey ICT Market Trends

Rapid Digitalization Use of Emerging Technologies

Over the next four years, Turkey's spending on digital transformation initiatives is anticipated to more than treble. The widespread use of computers and expanding access to the internet, which has led to higher internet penetration, are accelerating the development of a fast digital model across the nation. Additionally, several small and medium-sized businesses are enhancing their operations by integrating cutting-edge tools and utilizing developing technologies in their operations, which is further projected to fuel the expansion of the Turkish technology industry.
Artificial Intelligence is used in the fintech industry to carry out various tasks, including fraud detection, lending decision-making, credit risk assessment, customer service, wealth management, insurance, etc. Turkish fintech firms are rapidly utilizing AI to boost productivity, increase precision, and provide rapid query resolution.
Meanwhile, the government has formed the New Generation Mobile Communication Technology forum, which comprises universities, operators, NGOs, and manufacturers, to meet the 5G requirements throughout the nation. A significant amount of data is being generated by the projected deployment of 5G technology and the growth of the telecommunications infrastructure; this data must be adequately preserved for processing in the future.
Businesses with established infrastructure are adopting cloud computing services and are prepared to implement a hybrid strategy to benefit from both on-premises and cloud services. Small and medium-sized enterprises are largely using cloud computing services because of their many advantages, such as their absence of upfront infrastructure setup expenses and availability of computing services on demand. These reasons are influencing enterprises' utilization of hybrid cloud services.
During the projection period, the nationwide cloud-based market is anticipated to be driven by the increasing usage of smart devices, such as smartphones, laptops, and desktops, to manage escalating data needs. Additional factors driving the market growth include the rising need for data-driven technologies like artificial intelligence (AI) and the Internet of Things and the expanding usage of microservice-based software development across various industrial sectors (IoT).
Last year, Turkey had the highest scoring section, with an e-infrastructure rating of 0.76 out of one. On the other side, the nation's internet affordability score was merely 0.08.

Significant Growth in E-commerce

Despite the depreciation of the TL and the pandemic's continued impacts, Turkey's e-commerce business is expanding at noticeably faster rates than in prior years. Virtual marketplaces are among the e-commerce platforms in Turkey that are expanding the quickest. Turkish e-commerce platforms, including Trendyol, Hepsiburada, and Getir, have experienced rapid growth in recent years. Istanbul has, as a result, been included among the top 20 of the world's 100 finest start-up ecosystems in the gaming and e-commerce industries.
For the past few years, e-commerce has grown substantially in Turkey. E-commerce has become an integral part of the consumer's life on the back of the ease of using digital gadgets, which eliminates the need to visit a store and allows for rapid price comparison and the selection of the most suited solutions for the budget.
B2C e-commerce website traffic from mobile devices is rapidly increasing in the country. The ease of utilizing a mobile phone to purchase from e-commerce websites has helped sustain market demand. Online retail e-commerce is still expanding in the country as more people utilize smartphones and tablets. People can shop on their phones because of technical developments like

5G wifi, branded shopping applications, and social shopping.
According to predictions, the Turkish e-commerce market, which has lately expanded quickly due to rising consumption in accordance with regularly changing expectations, requirements, and conditions brought on by the COVID-pandemic, is anticipated to continue expanding. Forecasts indicate that market revenue and the number of e-commerce consumers will soon continue to expand steadily.
The second quarter of the last year saw the most e-commerce transactions in Turkey, with an estimated 463.6 million. More than 400 million more online transactions were carried out during the same period last year than this year, up from 326 million.

Turkey ICT Market Competitor Analysis

The Turkey ICT market is fragmented as the market currently consists of many players. Several key players in the ICT market are in constant efforts to bring advancements. A few prominent companies are entering into collaborations and expanding their footprints in developing regions to consolidate their positions in the market. The major players are Turk Telekom, Turk Cell., Amazon, Microsoft, IBM Corporation, and many others.

In October 2022, Vodafone Turkey entered a strategic partnership with Cisco and Qwilt to create a more scalable content delivery infrastructure. The telecom is using Qwilt's Open Edge Cloud for Content Delivery solutions. According to the partners, the alliance would support new digital services and experiences, such as media and website distribution, while enabling Vodafone Turkey to scale up quickly.
In March 2022, Turk Telekom and Odine collaborated to develop a cloud-native strategic transformation for 5G. Together with its ties with the top technological businesses worldwide, this alliance will boost the regional and national ecosystems. Turk Telecom announced that local businesses would join it in its strategic 5G endeavors.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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