

Consumer Lending in Turkey

Market Direction | 2023-11-21 | 15 pages | Euromonitor

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Report description:

In 2023, consumer lending has witnessed a surge in current value growth, despite soaring inflation rates that have caused substantial economic challenges for consumers. Unpredictable fluctuations in the cost of living and foreign exchange rates have made consumers more reliant on lending solutions. Consumers are seeking ways to offset the impact of escalating costs. The challenging situation has created greater opportunities for individuals to exploit their credit card limits by making cash with...

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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Euromonitor International
November 2023

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