

## **BPO Services in Turkey**

Industry Report | 2024-10-24 | 49 pages | MarketLine

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### **Report description:**

BPO Services in Turkey

#### Summary

BPO Services in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- Business Process Outsourcing (BPO) services include revenues generated both from signed deals that remain under contract and the annual revenues associated with new contracts signed within a particular calendar year. The services include the outsourcing of functions such as customer relationship management, finance & accounting, human resources, knowledge process outsourcing, procurement, and vertical-specific processes. The total value of the market represents the demand for the service coming from a particular country.
- The Turkish BPO services market recorded revenues of \$1.3 billion in 2023, representing a compound annual growth rate (CAGR) of 5.7% between 2018 and 2023.
- The vertical-specific BPO segment accounted for the market's largest proportion in 2023, with total revenues of \$0.4 billion, equivalent to 28.0% of the market's overall value.
- Turkey's strategic location at the crossroads of Europe, the Middle East, and Asia makes it an ideal destination for foreign enterprises seeking cost-effective outsourcing solutions.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the bpo services market in

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## Turkey

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the bpo services market in Turkey
- Leading company profiles reveal details of key bpo services market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey bpo services market with five year forecasts

## Reasons to Buy

- What was the size of the Turkey bpo services market by value in 2023?
- What will be the size of the Turkey bpo services market in 2028?
- What factors are affecting the strength of competition in the Turkey bpo services market?
- How has the market performed over the last five years?
- How large is Turkey's bpo services market in relation to its regional counterparts?

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