

Turkey Social Commerce Market Intelligence and Future Growth Dynamics - 50+ KPIs on Social Commerce Trends by End-Use Sectors, Operational KPIs, Retail Product Dynamics, and Consumer Demographics - 2025 Update

Market Report | 2025-04-30 | 70 pages | PayNxt360

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Report description:

According to PayNXT360, social commerce market in Turkey is expected to grow by 30.9% on annual basis to reach US\$2,153.1 million in 2025.

The social commerce market in the country experienced robust growth during 2021-2024, achieving a CAGR of 39.0%. This upward trajectory is expected to continue, with the market forecast to grow at a CAGR of 23.0% during 2025-2030. By the end of 2030, the social commerce sector is projected to expand from its 2024 value of USD 1,644.4 million to approximately USD 6,056.3 million.

This report provides a detailed data-centric analysis of the social commerce sector in Turkey, covering market opportunities and risks across a range of retail categories. With over 50+ KPIs at the country level, this report provides a comprehensive understanding of social commerce market dynamics, market size and forecast, and market share statistics.

It breaks down market opportunities in the social commerce sector by type of domestic vs cross-border, type of social platform, type of payment method, business model, end-use consumer segment, and type of city. In addition, it provides a snapshot of consumer behaviour and retail spending dynamics. KPIs in both value and volume terms help in getting an in-depth understanding of end market dynamics.

PayNXT360's research methodology is based on industry best practices. Its unbiased analysis leverages a proprietary analytics platform to offer a detailed view of emerging business and investment market opportunities.

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