

Online Retail in Turkey

Industry Report | 2025-10-30 | 43 pages | MarketLine

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Report description:

Online Retail in Turkey

Summary

Online Retail in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The online retail sector is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Turkish online retail sector recorded revenues of \$23.9 billion in 2024, representing a compound annual growth rate (CAGR) of 26.1% between 2019 and 2024.
- The food & grocery retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$8.2 billion, equivalent to 34.4% of the sector's overall value.
- Turkey accounted for a 5.5% share of the European online retail sector in 2024.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Turkey
- Leading company profiles reveal details of key online retail market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey online retail market with five year forecasts

Reasons to Buy

- What was the size of the Turkey online retail market by value in 2024?
- What will be the size of the Turkey online retail market in 2029?
- What factors are affecting the strength of competition in the Turkey online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Turkey's online retail market?

Table of Contents:

Table of Contents

1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

3 Market Data

- 3.1. Market value

4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 Market Outlook

- 5.1. Market value forecast

6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 Competitive Landscape

- 7.1. Who are the leading players?
- 7.2. What are the strengths of the leading players?
- 7.3. What strategies do the leading players follow?

8 Company Profiles

- 8.1. Migros Ticaret AS
- 8.2. D-Market Elektronik Hizmetler Tic AS
- 8.3. Amazon.com Inc
- 8.4. DSM Grup Danismanlik Iletisim ve Satis Ticaret AS

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8.5. Dogus Planet Elektronik Ticaret ve Bilisim Hizmetleri AS

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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