TURKEY B2C E-COMMERCE MARKET 2017
GENERAL INFORMATION

PRODUCT DETAILS
Title: Turkey B2C E-Commerce Market 2017
Type of Product: Report
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QUESTIONS ANSWERED IN THIS REPORT
What was the market size of retail E-Commerce in Turkey in 2016?
What are the main drivers and barriers to the growth of online retail in this country?
Which payment methods and product categories do Turkey’s online shoppers prefer?
How high is the M-Commerce share of Internet retail sales and what is the projection for 2019?
From which E-Commerce platforms do online shoppers in Turkey buy the most?

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ONLINE MARKETPLACES DOMINATE TURKEY’S E-COMMERCE MARKET

Online retail sales in Turkey have been growing at a strong double-digit rate over the past several years, spurred by the increased consumer connectivity. Internet penetration in the country has reached over one-half of the population, and continues to rise. Yet, just around one-third of connected consumers in Turkey purchased products and services online in 2016, highlighting the need for increasing trust in E-Commerce. Furthermore, only a small one-digit share of the country’s 2016 retail sales was online, below the global average. This indicates the untapped potential of Turkey’s E-Commerce, which could propel it to the sixth rank among the top emerging markets in terms of online retail by 2025.

Among the important findings contained in this yStats.com’s report are online shopper preferences regarding payment methods, product categories and E-Commerce platforms. Clothing was the top product category purchased by digital buyers in Turkey in 2016, and credit card was by far the most popular online payment method. Regarding the competition landscape, three major online marketplaces dominate: Hepsiburada, GittiGidiyor and N11.

M-Commerce is the main trend in Turkey’s online retail. Smartphone was the leading device that online shoppers used for making purchases, ahead of laptop, desktop computer and tablet, as of early January 2017. According to a forecast cited in this report by yStats.com, by 2021, the mobile share of E-Commerce sales in Turkey could reach nearly 50%. On the other hand, cross-border online shopping, which is rising across Europe and the world, is yet to catch up in Turkey, as only one in ten online shoppers purchased from foreign sellers in 2016.
MANAGEMENT SUMMARY

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- Retail E-Commerce Sales Forecast in Turkey, Compared to Selected Emerging Markets Worldwide, in USD billion, 2025f
- Internet Penetration in Turkey, Compared to Selected Countries in Europe, in % of Individuals, 2012 - 2016
- Online Shopper Penetration in Turkey, Compared to Selected Countries in Europe, in % of Internet Users, 2012 - 2016
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- Cross-Border Online Shopper Penetration, in % of Online Shoppers, 2012 – 2016
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- Product Categories Purchased Online, in % of Online Shoppers, January 2017

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- Top 3 E-Commerce Websites with Best Perceived Customer Experience, by Product Category, in % of Online Shoppers in the Relevant Category, March 2017 (1 of 2)
- Top 3 E-Commerce Websites with Best Perceived Customer Experience, by Product Category, in % of Online Shoppers in the Relevant Category, March 2017 (2 of 2)
- Top 4 E-Commerce Websites, by Total Website Visits, in millions, incl. Rank Among All Websites in Turkey and Category, June 2017
“Smartphone” was used by nearly two-thirds (65%) of online shoppers in Turkey for making purchases over the Internet in January 2017.

Turkey: Devices Used in Online Shopping, in % of Online Shoppers, January 2017

<table>
<thead>
<tr>
<th>Device</th>
<th>In % of Online Shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>65%</td>
</tr>
<tr>
<td>Laptop</td>
<td>0%</td>
</tr>
<tr>
<td>Desktop/Computer</td>
<td>41%</td>
</tr>
<tr>
<td>Tablet</td>
<td>13%</td>
</tr>
</tbody>
</table>

Note: Values may not add up to 100% due to multiple responses possible.
Source: Based on an online survey of 868 respondents conducted in January 2017, ages 15-65

“Clothes, sports goods” (60%) was the product category most purchased by online shoppers in Turkey in a year to March 2016.

Turkey: Product Categories Purchased Online, in % of Online Shoppers, by Gender, 12 Months to March 2016

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes, sports goods</td>
<td>60.8%</td>
<td>56.2%</td>
<td>67.5%</td>
</tr>
<tr>
<td>Travel arrangements (e.g., transport tickets, car rent, etc.)</td>
<td>29.7%</td>
<td>24.4%</td>
<td>35.9%</td>
</tr>
<tr>
<td>Household goods (e.g., furniture, keys, and consumer electronics)</td>
<td>25.6%</td>
<td>20.7%</td>
<td>30.6%</td>
</tr>
<tr>
<td>Electronic equipment (plug, camera)</td>
<td>21.4%</td>
<td>17.9%</td>
<td>25.1%</td>
</tr>
<tr>
<td>Food or groceries</td>
<td>10.4%</td>
<td>16.4%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Books, magazines, newspapers (excluding e-books)</td>
<td>10.5%</td>
<td>10.6%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Holiday accommodations (hotel etc.)</td>
<td>10.5%</td>
<td>10.5%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Tickets for events</td>
<td>14.7%</td>
<td>16.4%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Telecommunications services (e.g., TV, broadband subscriptions, fixed line or mobile phone)</td>
<td>12.5%</td>
<td>10.4%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Computer hardware</td>
<td>11.4%</td>
<td>15.4%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Bags, shoes, scarves</td>
<td>6.8%</td>
<td>8.6%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Video games/software and other computer software and upgrades</td>
<td>6.0%</td>
<td>8.5%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Housing rental</td>
<td>3.9%</td>
<td>4.8%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Medicine</td>
<td>3.1%</td>
<td>3.1%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Other</td>
<td>0.4%</td>
<td>0.4%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Note: Values may not add up to 100% due to multiple responses possible.
Source: Based on a survey of households and individuals, ages 15-74, conducted in Q1 2014

GENERAL METHODOLOGY OF OUR MARKET REPORTS

Secondary Market Research
- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are solely based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for all obtained data. As a result, companies gain a precise and unbiased impression of the market situation.
  - Cross referencing of data is conducted in order to ensure validity and reliability.
  - The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
  - The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions
- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

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METHODOLOGY OF OUR TURKEY B2C E-COMMERCE MARKET 2017

Report Coverage
- This report covers the B2C E-Commerce market in Turkey. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- The report contains relevant information about international comparisons, market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods, delivery and players.

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- The report starts with an overview of the B2C E-Commerce market and international comparisons, where the relevant country is compared to other countries in the region in terms of criteria relevant to E-Commerce.
- Next, the “Trends” section includes an overview of market trends, such as M-Commerce and cross-border online shopping.
## PUBLISHED RELATED REPORTS

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<th>REPORT</th>
<th>PUBLICATION DATE</th>
<th>PRICE *</th>
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</thead>
<tbody>
<tr>
<td>Poland B2C E-Commerce Market 2017</td>
<td>July 2017</td>
<td>€ 750</td>
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<tr>
<td>Russia B2C E-Commerce Market 2017</td>
<td>July 2017</td>
<td>€ 950</td>
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<td>Western Europe B2C E-Commerce Market 2017</td>
<td>July 2017</td>
<td>€ 2,950</td>
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<tr>
<td>Europe M-Commerce 2017</td>
<td>June 2017</td>
<td>€ 750</td>
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<tr>
<td>Europe Cross-Border B2C E-Commerce 2017</td>
<td>February 2017</td>
<td>€ 1,950</td>
</tr>
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<td>Europe Online Payment Methods: Full Year 2016</td>
<td>March 2017</td>
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<td>Europe Online Travel Market 2016</td>
<td>October 2016</td>
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<tr>
<td>Europe Clothing B2C E-Commerce Market 2016</td>
<td>August 2016</td>
<td>€ 950</td>
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<tr>
<td>Global Mobile Payment Methods: Full Year 2016</td>
<td>March 2017</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Global Mobile Wallets 2017: Competitors and Market Opportunities</td>
<td>January 2017</td>
<td>€ 2,950</td>
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<tr>
<td>Global Online Payment Methods: Full Year 2016</td>
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<td>Global Cross-Border B2C E-Commerce 2017</td>
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<td>Global Online Travel Market 2016</td>
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<td>Global Clothing B2C E-Commerce Market 2016</td>
<td>August 2016</td>
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</tr>
<tr>
<td>Asia-Pacific B2C E-Commerce Market 2017</td>
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<td>€ 750</td>
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<tr>
<td>India B2C E-Commerce Market 2017</td>
<td>May 2017</td>
<td>€ 950</td>
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<td>China B2C E-Commerce Market 2017</td>
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<td>Southeast Asia B2C E-Commerce Market 2017</td>
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<td>Latin America B2C E-Commerce Market 2016</td>
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<tr>
<td>Middle East B2C E-Commerce Market 2016</td>
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<td>€ 1,950</td>
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<th>REPORT</th>
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<tr>
<td>Europe Online Payment Methods: First Half 2017</td>
<td>July 2017</td>
<td>€ 950</td>
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- Scan and email this form to order@ystats.com
- Fax us at +49 40 39 90 68 51 using this form

PLACE YOUR ORDER ONLINE
- All our reports are also available for purchase online in our Online Shop.

CHOOSE YOUR REPORT(S) AND LICENSE* TYPE(S)
Please confirm the license type and reports:

<table>
<thead>
<tr>
<th>Report Title</th>
<th>Publication Date</th>
<th>Price (€)</th>
<th>SINGLE USER LICENSE</th>
<th>SITE LICENSE</th>
<th>GLOBAL SITE LICENSE</th>
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CHOOSE YOUR PAYMENT METHOD
Choose Your Preferred Payment Method:

- Credit Card
  - VISA
  - MasterCard
  - American Express
  - China UnionPay

- Bank Transfer
  - Bank Transfer information will be provided to you in the invoice you receive following submission of an Order Form offline.

- PayPal
  - An invoice will be sent via e-mail to the e-mail address as listed in the contact details below. Payment via PayPal will be made available upon receipt of the invoice.

еле

COMPLETE YOUR CONTACT DETAILS
An invoice will be sent to your company

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<th>FIRST NAME, LAST NAME</th>
<th>COMPANY</th>
<th>E-MAIL</th>
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HOW DID YOU FIND US?

- Search Engine (Google, Bing etc.)
- Print/Online Publication
- Press Release
- LinkedIn/XING
- Facebook/Twitter
- Personal Recommendation
- Other

SIGNATURE

EU COMPANIES MUST SUPPLY VAT NO.

PURCHASE ORDER NO. (IF REQUIRED)

ORDER DATE

* Please be advised that when purchasing a report, you have the option to choose between a Single User License (allowing one single user access to the report), a Site License (allowing up to 10 users in a particular geographic location access to the report), or a Global Site License (allowing up to 10 users of a company worldwide to access the report). Please choose the license that suits your needs best. Failure to comply with our Terms and Conditions with respect to appropriate license usage may result in legal action.
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