

Market Research in Turkey: ISIC 7413

April 2024

Table of Contents

HEADLINES

INDUSTRY OVERVIEW

Chart 1 - Key Industry's Indicators 2018-2028

TURNOVER SCORECARD

Summary 1 - Scorecard of Turnover Pillar 2018-2028

Chart 2 - Turnover Regional Comparison 2023

Chart 3 - Turnover per Capita Regional Comparison 2023

Chart 4 - Turnover Growth Regional Comparison 2018-2028

Chart 5 - Turnover 2018-2028

Chart 6 - Turnover by Category 2018-2023

Chart 7 - Turnover by Category 2023-2028

Chart 8 - Turnover per Employee 2018-2023

COST STRUCTURE

Chart 9 - Cost Structure Comparison 2023

Chart 10 - Cost Structure 2018-2023

Chart 11 - Profit and Profit Margin 2018-2023

Chart 12 - Average Salary 2018-2023

Chart 13 - Labour Costs and Employee Productivity Comparison 2018-2023

FIRMOGRAPHICS

Chart 14 - Number of Companies by Size 2018/2023

Chart 15 - Competitive Landscape Structure by Company Size 2018/2023

Chart 16 - Top Companies' Ranking 2018-2023 and % of Turnover Value 2023

MARKET OVERVIEW

Chart 17 - Market Structure by Buyer 2018-2023

ATTRACTIVENESS INDEX

Chart 18 - Attractiveness Index in Selected Industries 2023

Chart 19 - Market Research Attractiveness Index Comparison Across All Industries 2023

Chart 20 - Attractiveness Index Methodology

ECONOMIC CONTEXT AND LABOUR MARKET

Summary 2 - Economic Context and Labour Market 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/market-research-in-turkey-istic-7413/report.