



Istanbul in Turkey

July 2023

Table of Contents

HEADLINES

CITY SCORECARD

Chart 1 - Istanbul City Scorecard Rankings Among 189 Western Europe Cities

CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2022

POPULATION

Chart 2 - Key Istanbul Population Indicators Compared to Turkey and Western Europe 2022

Chart 3 - Istanbul Population Growth Compared to Turkey and Western Europe 2017-2027

Chart 4 - Istanbul Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2017-2027

Chart 5 - Istanbul Population by Age and Sex 2022

CONSUMER EXPENDITURE

Chart 6 - Istanbul Consumer Expenditure per Capita Compared to Turkey and Western Europe 2017-2027

Chart 7 - Istanbul Consumer Expenditure Structure 2022

DIGITAL CONSUMER

Chart 8 - Key Istanbul Digital Consumer Statistics Compared to Turkey and Western Europe 2022

Chart 9 - Digital Consumer Historic Growth and Forecasts in Istanbul 2017-2027

WEALTH

Chart 10 - Istanbul Disposable Income per Household Compared to Turkey and Western Europe 2017-2027

Chart 11 - Number of Households by Disposable Income Band in Istanbul 2017/2022/2027

Chart 12 - Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Istanbul: 2017-2027

POSSESSION OF HOUSEHOLD DURABLES

Chart 13 - Istanbul Household Possession of Kitchen Durables Compared to Turkey and Western Europe 2022: % of Households

Chart 14 - Istanbul Possession of Entertainment Electronics Compared to Turkey and Western Europe 2022: % of Households

Chart 15 - Istanbul Household Possession of Other Durables Compared to Turkey and Western Europe 2022: % of Households

ECONOMY

Chart 16 - Istanbul GDP per Capita Compared to Turkey and Western Europe 2017-2027

Chart 17 - Istanbul Real GDP Growth Compared to Turkey and Western Europe 2017-2027

Chart 18 - Istanbul Inflation Compared to Turkey and Western Europe 2017-2027

LABOUR

Chart 19 - Istanbul Labour Indicators Compared to Turkey and Western Europe 2022

Chart 20 - Economically Active Population and Unemployment Rate in Istanbul 2017-2022

Chart 21 - Istanbul Labour Productivity Compared to Turkey and Western Europe 2017-2022

TRANSPORT

Chart 22 - Number of Airport Passengers in Istanbul 2017-2022

Chart 23 - Automotive Circulation in Istanbul 2017-2022

Chart 24 - Istanbul Transport Possession Compared to Turkey and Western Europe 2022: % of Households

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/istanbul-in-turkey/report.