

# **Turkey Cities Review**

May 2023

**Table of Contents** 

# Turkey Cities Review

#### HEADLINES

#### URBAN CONSUMER

Istanbul remains the most popular destination for migration within the country 5G plans to uplift cities' innovative capabilities

#### CONSUMER FINANCE

Incomes to rise in Antalya yet the growth to be slow Samsun recorded the highest inflation across Turkey's cities

#### ECONOMY

Istanbul to remain the largest contributor to Turkey's economy in 2027 Public transport development helps to tackle traffic congestion in Istanbul

#### CITY SCORECARD

Summary 1 - City Scorecard by Pillar 2022

# POPULATION

Chart 1 - Population in 2022 and Population Growth 2022-2027 Summary 2 - City Scorecard in Population Pillar 2022 Chart 2 - Population by Age by City 2022 Chart 3 - Average Household Size by City 2022 Chart 4 - Population Density and Net Migration 2022

#### CONSUMER EXPENDITURE

Chart 5 - Total Consumer Expenditure in Turkey by City 2022 Chart 6 - Consumer Expenditure per Capita and Consumer Expenditure Growth 2022-2027 Chart 7 - City Affordability, Consumer Expenditure on Housing and Transportation 2022 Chart 8 - Discretionary vs Necessity Consumer Expenditure 2022 Summary 3 - City Scorecard in Consumer Expenditure Pillar 2022

# DIGITAL CONSUMER

Chart 9 - Share of Households with Internet and Broadband Internet Access 2022 Chart 10 - Possession of Digital Devices by City 2022 Summary 4 - City Scorecard in Digital Consumer Pillar 2022

# INCOME AND WEALTH

- Chart 11 Disposable Income per Capita and Disposable Income Growth 2022-2027
- Chart 12 Number of Households by Disposable Income Band 2022
- Chart 13 Number of Households with Disposable Income Over USD150,000 2022-2027
- Chart 14 Household Possession of Kitchen Durables by City 2022
- Chart 15 Household Possession of Entertainment Electronics by City 2022
- Chart 16 Household Possession of Other Durables by City 2022
- Chart 17 Number of Passenger Cars and Motorcycles per Household 2022
- Chart 18 Possession of Transport Vehicles by City 2022
- Summary 5 City Scorecard in Wealth Pillar 2022

#### ECONOMY

Chart 19 - GDP per Capita in 2022 and Real GDP Growth by City 2022-2027 Summary 6 - City Scorecard in Economy Pillar 2022

# LABOUR

Chart 20 - Economically Active Population in 2022 and Employed Population Growth by City 2017-2022 Chart 21 - Labour Force Participation Rate and Unemployment by City 2022 Chart 22 - Labour Productivity Value and Productivity Growth by City 2017-2022 Summary 7 - City Scorecard in Labour Pillar 2022

# 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/turkey-cities-review/report.