

## Press Release

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## Growth Potential in Turkish B2C E-Commerce

**Hamburg-based market research firm yStats.com gives a detailed overview of B2C E-Commerce in Turkey in its latest “Turkey B2C E-Commerce Report 2011.” The analysis includes figures about internet use, online purchases and revenues along with competitors, products offered and trends.**

In 2010, approximately 40 % of the Turkish population used the internet. When it comes to broadband access per 100 inhabitants, Turkey still lags far behind Germany and the USA. Furthermore, only 1 % of all Turks accessed the internet via mobile phones in 2010, which is by far below the EU average. There is much more potential for growth in the B2C E-Commerce market in Turkey.

### **Fashion and consumer electronics are popular categories for online shopping in Turkey**

In Turkey the internet is mostly used to read news online or to download newspaper and magazine articles. Almost half of the Turkish population used the internet to search for “product and service related information.” Consequently, almost 20 % of all internet users have purchased products and services for personal use online in 2011. B2C E-Commerce revenue accounted for more than 5 % of the total retail revenue in 2010. According to the “Turkey B2C E-Commerce Report 2011” by yStats.com the most popular product categories for online purchases are “fashion, sporting goods”, “consumer electronics”, “home appliances” and “books, magazines, newspapers.” The leading Turkish E-Commerce competitor in 2011 gauged by unique visitor numbers was Sahibinden.com, followed by auction platform Gittigidiyor.com and generalist Hepsiburada.com.

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### **About yStats.com:**

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.