

Press Release

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Still 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 2012.” The analysis includes figures about internet use, online purchases and revenues along with competitors, products offered and trends.

In 2011, more than 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. However, almost a quarter of Internet users in Turkey accessed the mobile Internet in the first quarter of 2012. As a result, there is still growth potential in B2C E-Commerce in Turkey.

Fashion and Consumer Electronics popular Categories for Online Shopping in Turkey

More than 60% of the Turkish population used the internet to search for “product and service related information”. Consequently, more than 20% of all internet users purchase products and services for personal use online. B2C E-Commerce revenue accounted for more than 5% of the total retail revenue in 2011. According to the “Turkey B2C E-Commerce Report 2012” by yStats.com, the most popular product categories for online purchases are “fashion, sporting goods”, “consumer electronics”, “home appliances” and “food or groceries”.

Group Shopping gaining Importance in Turkey

In 2011, the leading player in Turkey in terms of B2C E-Commerce sales was mass merchant Hepsiburada.com, followed by private shopping website Markafoni.com, consumer electronics online shop Teknosa.com and mass merchant Ereyon.com. Hepsiburada.com generated a low single-digit share of its total revenues from countries outside of Turkey. Markafoni.com reached online sales of almost 100 Million USD in 2011. Furthermore, market place Gittigidiyor.com, that sold additional shares to eBay in 2011, is one of the leading online shops in Turkey across various product categories. Private shopping website Limango.com.tr, which belongs to German OTTO-Group, is one of the most popular fashion online shops in Turkey. Moreover, group shopping websites are gaining importance in Turkey. Within the 12 months to May 2012, websites from this category reached an increase in unique visitors of more than 40%. Firsat bu Firsat, Sehir Firsati (Groupon), and Yakala Co are among the leading competitors here.

Altogether, the B2C E-Commerce market in Turkey already made good progress. However, especially because of the young and technology-oriented population, as well as because of the investments from abroad, there is still potential for growth in B2C E-Commerce in Turkey.

For more information, please visit:

<http://ystats.com/en/reports/preview.php?reportId=996>

Press Contact:

yStats.com GmbH & Co. KG

Behringstrasse 28a, D-22765 Hamburg, Germany

Phone: +49 (0)40 - 39 90 68 50

Fax: +49 (0)40 - 39 90 68 51

E-Mail: press@ystats.com

Internet: www.ystats.com

Twitter: www.twitter.com/ystats

LinkedIn: www.linkedin.com/company/ystats

Facebook: www.facebook.com/ystats

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.