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Consumer Credit in Turkey

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Abstracts

The year 2023 witnessed a decline in the number of consumers obtaining personal consumer credit. As Inflation and the cost of living remained high, consumers relied on cash withdrawals from credit cards when they needed small sums of money. This shift in consumer behaviour can be attributed to the Central Bank's deliberate efforts to sustain consumer demand prior to the government elections by keeping interest rates artificially low. By fixing credit card interest rates at low levels, cardholder...

Euromonitor International's Consumer Credit in Turkey report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Auto Lending, Card Lending, Durables Lending, Education Lending, Home Lending, Other Personal Lending.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Credit market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

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