

# Transportation in Turkey

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## Abstracts

In 2013 transportation increased by 9% in current value terms. This was an improvement compared with the CAGR of 5% over the review period. Competitive air fares, with airlines such as THY (Turkish Airlines), Pegasus and Atlasjet offering special price promotions at certain times of the year, made air transportation popular. For example, Turkish Airlines offered 20% discount on total flight ticket prices when a family of four people (with the same surname) travelled together.

Euromonitor International's Transportation in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Transportation by Category, Transportation by Channel.

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

### Why buy this report?

Get a detailed picture of the Transportation market;

Pinpoint growth sectors and identify factors driving change;

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

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Online Sales Increase Rapidly

Turkish Airlines Is the Largest Company in Travel and Tourism

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