

Turkey Advertising Market Size, Share, Trends and Forecast by Type and Region, 2026-2034

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Abstracts

The Turkey advertising market size reached USD 6,176.4 Million in 2025. The market is projected to reach USD 8,661.3 Million by 2034, exhibiting a growth rate (CAGR) of 3.71 % during 2026-2034. The market is evolving through rapid digital adoption and urbanization. Digital platforms such as mobile, social media, video, and programmatic advertising have become central to brand strategy, while traditional media like television and billboards continue to play a role in regional outreach. Agencies are increasingly utilizing creative storytelling and data-driven targeting to engage diverse audiences. Regional variations in media access and consumer behavior shape campaign approaches. These shifts redefine competitive dynamics and influence Turkey advertising market share.

Turkey Advertising Market Trends:

SURGE IN DIGITAL AND MOBILE ADVERTISING SPEND

In May 2024, Turkey recorded a major turning point as digital platforms claimed more than two-thirds of total ad spend, reflecting a widespread shift in how audiences consume media. Mobile devices drove this growth, with mobile-based ads accounting for a substantial portion of digital impressions, particularly across social and video platforms. Platforms offering short-form content such as TikTok, Instagram Reels, and YouTube Shorts have gained significant traction among audiences and attracted advertisers aiming to deliver concise, high-impact communications. With campaign planning now rooted in data analytics and flexible format scheduling, marketers are crafting interactive experiences that connect authentically with consumers. Real-time measurement tools enable optimization based on engagement signals and behavioural context. Traditional formats like television and print continue to carry weight with certain

consumer segments, but most investment now flows toward responsive, digitized channels. The shift also encourages the development of innovative campaigns that combine influencer narratives, immersive video, and social commerce within integrated strategies. This rapid evolution signals long-term Turkey advertising market growth backed by digital transformation and rising consumer connectivity.

STRENGTHENED ENFORCEMENT TARGETS MISLEADING ADS

In January 2025, Turkey's Advertisement Board intensified oversight by reviewing nearly two thousand ad campaigns and levying fines for deceptive messaging under updated consumer protection rules. These enforcement actions targeted misleading content such as unsubstantiated claims, unfair comparative adverts, and manipulative digital formats. The regulatory updates followed statute amendments expanding the Advertisement Board's authority to suspend publications and impose administrative penalties. Advertisements are now expected to comply with accuracy obligations and avoid automated 'dark patterns' that misguide consumers. The government has also begun training social media influencers to ensure ethical promotion and transparency in digital sponsorships. As a result, agencies and marketers are adapting campaign creation workflows to build compliance checkpoints, disclosure statements, and better internal review processes. Platforms hosting ads must ensure content passes moderation standards before publication, reinforcing accountability. This shift promotes consumer trust and brand integrity across media, shaping a market environment where legal compliance is central to campaign strategy. Such regulatory momentum is a core feature of emerging Turkey advertising market trends as governance measures deepen across the ecosystem.

PROGRAMMATIC DOOH REVOLUTIONIZES OUTDOOR CAMPAIGNS

In December 2024 Turkey's urban advertising sector reached a tipping point as digital out-of-home (DOOH) media began its programmatic evolution, introducing automated ad buying across screens in transit hubs, ports, and shopping districts. The transition ushered in flexible campaign deployment, where content can be updated in real time based on location conditions, audience flow, or contextual triggers. Media owners have deployed thousands of screens connected to a centralized scheduling platform, enabling advertisers to launch targeted campaigns with real-time measurement and proof-of-play data. As smart-city infrastructure integrates with 5G connectivity and GIS-based permit systems, programmatic DOOH inventory is expanding across Istanbul and other metropolitan areas, providing brands with access to dynamic audiences in high-traffic environments. This shift enables advertisers to blend online targeting precision

with offline visibility, merging digital analytics with urban reach. Marketers are adapting creative workflows to include responsive mapping, schedule-based content variation, and cross-channel alignment with mobile and social media tactics.

Turkey Advertising Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on type.

TYPE INSIGHTS:

Television Advertising

Print Advertising

Newspaper Advertising

Magazine Advertising

Radio Advertising

Outdoor Advertising

Internet Advertising

Search Advertising

Display Advertising

Classified Advertising

Video Advertising

Mobile Advertising

Cinema Advertising

The report has provided a detailed breakup and analysis of the market based on the type. This includes television advertising, print advertising (newspaper advertising and magazine advertising), radio advertising, outdoor advertising, internet advertising (search advertising, display advertising, classified advertising, and video advertising), mobile advertising, and cinema advertising.

REGIONAL INSIGHTS:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Black Sea, and Eastern Anatolia.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Turkey advertising market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey advertising market on the basis of type?

What is the breakup of the Turkey advertising market on the basis of region?
What are the various stages in the value chain of the Turkey advertising market?
What are the key driving factors and challenges in the Turkey advertising market?
What is the structure of the Turkey advertising market and who are the key players?
What is the degree of competition in the Turkey advertising market?

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