

Turkey Alternative Data Market Size, Share, Trends and Forecast by Data Type, Industry, End User, and Region, 2026-2034

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Abstracts

The Turkey alternative data market size reached USD 115.8 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 1,547.7 Million by 2034, exhibiting a growth rate (CAGR) of 32.38% during 2026-2034. Rapid fintech expansion, soaring digital payments and e commerce activity, government-driven digital infrastructure, and growing demand from BFSI and healthcare sectors for real-time analytics are key drivers enhancing data monetization efforts and expanding the Turkey alternative data market share.

TURKEY ALTERNATIVE DATA MARKET TRENDS:

Data Monetization Across Industries

Turkey alternative data market growth is propelled by increasing recognition of data's commercial potential. Sectors such as BFSI, retail, telecommunications, manufacturing, healthcare, and energy actively leverage data monetization. Recent industry reports project a compound annual growth rate of 25.8% for Turkey's data monetization market from 2025–2031. Companies now routinely convert digital wallets, consumer behavior, IoT, and telemetry into actionable insights. These methods enable firms to optimize operations, tailor products, and generate new revenue streams, establishing a solid foundation for broader adoption of alternative datasets.

Digital Payments & E-commerce Data Aggregation

As of January 2025, Turkey recorded around 80.7 million cellular mobile connections, accounting for 92.1% of its total population. The rise in smartphone usage, coupled with

the widespread adoption of digital wallets and payment platforms such as Papara and iyzico, has driven a notable increase in cashless transactions across the country. This expanded digital footprint, covering payments, mobile usage, and online shopping, supplies a rich reservoir of alternative data. Financial platforms are leveraging this data for credit scoring, fraud detection, and personalized lending. As peer-to-peer lending also gains regulatory traction, non-traditional data is increasingly vital to support underbanked customers. This trend underscores how transactional and behavioral data is central to Turkey alternative data market growth.

TURKEY ALTERNATIVE DATA MARKET SEGMENTATION:

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

Data Type Insights:

Credit and Debit Card Transactions

Email Receipts

Geo-location (Foot Traffic) Records

Mobile Application Usage

Satellite and Weather Data

Social and Sentiment Data

Web Scraped Data

Web Traffic

Others

The report has provided a detailed breakup and analysis of the market based on the data type. This includes credit and debit card transactions, email receipts, geo-location (foot traffic) records, mobile application usage, satellite and weather data,

social and sentiment data, web scraped data, web traffic, and others.

Industry Insights:

Automotive

BFSI

Energy

Industrial

IT and Telecommunications

Media and Entertainment

Real Estate and Construction

Retail

Transportation and Logistics

Others

A detailed breakup and analysis of the market based on the industry have also been provided in the report. This includes automotive, BFSI, energy, industrial, IT and telecommunications, media and entertainment, real estate and construction, retail, transportation and logistics, and others.

End User Insights:

Hedge Fund Operators

Investment Institutions

Retail Companies

Others

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes hedge fund operators, investment institutions, retail companies, and others.

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 alternative data market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey alternative data market on the basis of data type?

What is the breakup of the Turkey alternative data market on the basis of industry?

What is the breakup of the Turkey alternative data market on the basis of end user?

What is the breakup of the Turkey alternative data market on the basis of region?

What are the various stages in the value chain of the Turkey alternative data market?

What are the key driving factors and challenges in the Turkey alternative data market?

What is the structure of the Turkey alternative data market and who are the key players?

What is the degree of competition in the Turkey alternative data market?

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