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Turkey Automotive Market Report by Type (Passenger Vehicles, Commercial Vehicles, Two Wheelers), Propulsion Type (Gasoline, Diesel, Electric, and Others), Sales Channel (Dealerships, Online Sales, Direct Sales, and Others), and Region 2026-2034

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Abstracts

The Turkey automotive market size reached USD 28.2 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 43.3 Billion by 2034, exhibiting a growth rate (CAGR) of 4.75% during 2026-2034. The market is experiencing significant growth mainly driven by robust domestic demand, strategic location and strong manufacturing capabilities. Government incentives, growing middle class population base and increased foreign investment further drive the market growth, positioning Turkey as a pivotal hub in the global automotive industry.

TURKEY AUTOMOTIVE MARKET TRENDS:

Rising Adoption of Electric Vehicles

The electric vehicle (EV) adoption in Turkey is gaining significant momentum, driven by increasing investment in EV infrastructure and manufacturing. For instance, in the first two months of 2024 Turkey's electric vehicle (EV) sales reached 8,255 units positioning the country at sixth place among EU states. The T10X fully electric SUV by Turkish car manufacturer Togg contributed significantly to this increase. With its recent surge in electric car sales, Turkey is anticipated to be among the top five EU countries for EV sales. The Turkish government has implemented various incentives to accelerate the shift towards electric mobility, including tax reductions, subsidies for EV purchases, and reduced registration fees. These measures are designed to make EVs more affordable and attractive to consumers. In addition to financial incentives, the government is actively supporting the expansion of EV charging infrastructure across the country. Investments are being made to establish a widespread network of charging stations, ensuring that EV owners have convenient access to charging points, both in urban areas and along major highways. This development is crucial in addressing range anxiety and enhancing the practicality of owning an EV.

Rise in Domestic Production

Turkey is witnessing a significant expansion in its domestic manufacturing capacities, particularly in the realm of electric and hybrid vehicles. Leading Turkish automotive companies are investing heavily in the development and production of electric and hybrid vehicles. This initiative is part of a broader national strategy to increase local production and reduce dependency on imports. Additionally, global automotive giants with a presence in Turkey are ramping up their production lines to include electric and hybrid models. These companies are leveraging Turkey's skilled labor force and competitive manufacturing costs to produce cutting-edge vehicles that meet international standards. Government support is also pivotal in this expansion. Policies such as incentives for local production, investment in advanced manufacturing technologies, and fostering a supportive regulatory environment are driving this growth. For instance, in 2023, the Turkish auto industry witnessed a significant rise in production reaching nearly 1.5 million units marking the highest output since 2019. The sector experienced an 8.6% annual increase with a 17.5% rise in car production. The total production, including heavy commercial vehicles also soared by 55.2% as compared to the previous year. The expansion of local manufacturing capacities in electric and hybrid vehicles not only strengthens Turkey's automotive industry but also aligns with global trends toward sustainable and environmentally friendly transportation solutions.

TURKEY AUTOMOTIVE MARKET SEGMENTATION:

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

Type Insights:

- Passenger Vehicles
- Commercial Vehicles

Two Wheelers

The report has provided a detailed breakup and analysis of the market based on the type. This includes passenger vehicles, commercial vehicles, and two wheelers.

Propulsion Type Insights:

Gasoline

Diesel

Electric

Others

A detailed breakup and analysis of the market based on the propulsion type have also been provided in the report. This includes gasoline, diesel, electric, and others.

Sales Channel Insights:

Dealerships

Online Sales

Direct Sales

Others

The report has provided a detailed breakup and analysis of the market based on the sales channel. This includes dealerships, online sales, direct sales, and others.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Blacksea

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, Blacksea, and Eastern Anatolia.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. 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 automotive market performed so far and how will it perform in the coming years?
What is the breakup of the turkey automotive market on the basis of type?
What is the breakup of the turkey automotive market on the basis of propulsion type?
What is the breakup of the turkey automotive market on the basis of sales channel?
What are the various stages in the value chain of the turkey automotive market?
What are the key driving factors and challenges in the turkey automotive?
What is the structure of the turkey automotive market and who are the key players?
What is the degree of competition in the turkey automotive market?

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