

Turkey Generative AI Market Size, Share, Trends and Forecast by Offering Type, Technology Type, Application, and Region, 2026-2034

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Abstracts

The Turkey generative AI market size reached USD 410.0 Million in 2025. The market is projected to reach USD 1,634.1 Million by 2034, exhibiting a growth rate (CAGR) of 16.11% during 2026-2034. The market is driven by rising investments in AI infrastructure, expanding research partnerships, and strong government support for digital transformation across key sectors. Along with this, the demand for automation in healthcare, finance, and manufacturing is accelerating the adoption of generative AI solutions tailored to the Turkish language and regional contexts. In addition, growth in cloud services and access to open-source models are enabling faster deployment across enterprises and startups, which is augmenting the Turkey generative AI market share.

Turkey Generative AI Market Trends:

LOCALIZATION OF GENERATIVE AI MODELS FOR TURKISH LANGUAGE AND CULTURAL CONTEXTS

A prominent trend in the market is the growing focus on localization, particularly for Turkish language processing and cultural relevance. Global models often underperform when dealing with non-English content or culturally specific inputs, prompting local startups and research institutions to train language models using Turkish corpora. This includes news archives, government publications, social media interactions, and customer service transcripts. In addition to this, localized models are developed for tasks such as machine translation, sentiment analysis, legal document drafting, and conversational AI for customer service. Moreover, several Turkish institutions are actively contributing to this effort through public-private partnerships and open data

initiatives. For instance, on June 16, 2025, the Turkish Ministry of Industry and Technology launched the “Turkish Large Language Model Sectoral Adaptation Project Call,” offering grant support of up to TL 50 Million (approximately USD 1.3 Million) per project to foster development. This initiative, aligned with the National Artificial Intelligence Strategy and National Technology Initiative, aims to enhance Turkish-language representation in AI and tailor large language model capabilities to specific industry sectors. Moreover, Turkish enterprises are showing an increased preference for AI tools that can generate content, respond to queries, and summarize information in Turkish while preserving nuances unique to local dialects and idiomatic expressions. This push for localization is improving model accuracy and user trust, particularly in sectors like education, public services, and media, where linguistic precision is critical.

INCREASED ENTERPRISE ADOPTION ACROSS KEY SECTORS

Enterprises in Turkey are rapidly integrating generative AI into core operations, particularly in IT, finance, manufacturing, telecommunications, and healthcare. This, in turn, is positively impacting the Turkey generative AI market growth. According to industry reports, a significant majority of software developers in Turkey have integrated generative AI tools into their workflows, with 83% reporting regular use in their daily tasks. Furthermore, banks are using AI-driven tools to draft loan documents, generate compliance reports, and respond to customer inquiries via intelligent chatbots. In manufacturing, generative AI is used for predictive maintenance reporting, generating design blueprints, and automating technical documentation. Also, telecom providers are deploying generative AI for network diagnostics, customer interaction summaries, and marketing content generation. Healthcare providers have begun experimenting with generative AI for drafting diagnostic summaries, translating complex medical jargon into patient-friendly content, and assisting in radiology and pathology report generation. Government-supported digital transformation initiatives are accelerating enterprise demand for these solutions, particularly through incentives tied to Industry 4.0 upgrades. Turkish IT service providers are also embedding generative AI into enterprise resource planning (ERP) systems and business intelligence platforms. This trend is contributing to productivity gains, faster turnaround times, and reduced human error across routine document-heavy workflows in the Turkish enterprise environment.

Turkey Generative AI 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 offering type, technology type, and application.

OFFERING TYPE INSIGHTS:

Image

Video

Speech

Others

The report has provided a detailed breakup and analysis of the market based on the offering type. This includes image, video, speech, and others.

TECHNOLOGY TYPE INSIGHTS:

Autoencoders

Generative Adversarial Networks

Others

A detailed breakup and analysis of the market based on the technology type have also been provided in the report. This includes autoencoders, generative adversarial networks, and others.

APPLICATION INSIGHTS:

Healthcare

Generative Intelligence

Media and Entertainment

Others

The report has provided a detailed breakup and analysis of the market based on the application. This includes healthcare, generative intelligence, media and entertainment, 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. 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 generative AI market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey generative AI market on the basis of offering type?

What is the breakup of the Turkey generative AI market on the basis of technology type?

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

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 TURKEY GENERATIVE AI MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 TURKEY GENERATIVE AI MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends ???(??2020-2025?)
- 5.2 Market Forecast ???(?2026-2034?)

6 TURKEY GENERATIVE AI MARKET - BREAKUP BY OFFERING TYPE

- 6.1 Image
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends ???(??2020-2025?)
 - 6.1.3 Market Forecast ???(?2026-2034?)
- 6.2 Video
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends ???(??2020-2025?)

6.2.3 Market Forecast ???(?2026-2034?)

6.3 Speech

6.3.1 Overview

6.3.2 Historical and Current Market Trends ???(??2020-2025?)

6.3.3 Market Forecast ???(?2026-2034?)

6.4 Others

6.4.1 Historical and Current Market Trends ???(??2020-2025?)

6.4.2 Market Forecast ???(?2026-2034?)

7 TURKEY GENERATIVE AI MARKET - BREAKUP BY TECHNOLOGY TYPE

7.1 Autoencoders

7.1.1 Overview

7.1.2 Historical and Current Market Trends ???(??2020-2025?)

7.1.3 Market Forecast ???(?2026-2034?)

7.2 Generative Adversarial Networks

7.2.1 Overview

7.2.2 Historical and Current Market Trends ???(??2020-2025?)

7.2.3 Market Forecast ???(?2026-2034?)

7.3 Others

7.3.1 Historical and Current Market Trends ???(??2020-2025?)

7.3.2 Market Forecast ???(?2026-2034?)

8 TURKEY GENERATIVE AI MARKET - BREAKUP BY APPLICATION

8.1 Healthcare

8.1.1 Overview

8.1.2 Historical and Current Market Trends ???(??2020-2025?)

8.1.3 Market Forecast ???(?2026-2034?)

8.2 Generative Intelligence

8.2.1 Overview

8.2.2 Historical and Current Market Trends ???(??2020-2025?)

8.2.3 Market Forecast ???(?2026-2034?)

8.3 Media and Entertainment

8.3.1 Overview

8.3.2 Historical and Current Market Trends ???(??2020-2025?)

8.3.3 Market Forecast ???(?2026-2034?)

8.4 Others

8.4.1 Historical and Current Market Trends ???(??2020-2025?)

8.4.2 Market Forecast ???(?2026-2034?)

9 TURKEY GENERATIVE AI MARKET – BREAKUP BY REGION

9.1 Marmara

9.1.1 Overview

9.1.2 Historical and Current Market Trends ???(??2020-2025?)

9.1.3 Market Breakup by Offering Type

9.1.4 Market Breakup by Technology Type

9.1.5 Market Breakup by Application

9.1.6 Key Players

9.1.7 Market Forecast ???(?2026-2034?)

9.2 Central Anatolia

9.2.1 Overview

9.2.2 Historical and Current Market Trends ???(??2020-2025?)

9.2.3 Market Breakup by Offering Type

9.2.4 Market Breakup by Technology Type

9.2.5 Market Breakup by Application

9.2.6 Key Players

9.2.7 Market Forecast ???(?2026-2034?)

9.3 Mediterranean

9.3.1 Overview

9.3.2 Historical and Current Market Trends ???(??2020-2025?)

9.3.3 Market Breakup by Offering Type

9.3.4 Market Breakup by Technology Type

9.3.5 Market Breakup by Application

9.3.6 Key Players

9.3.7 Market Forecast ???(?2026-2034?)

9.4 Aegean

9.4.1 Overview

9.4.2 Historical and Current Market Trends ???(??2020-2025?)

9.4.3 Market Breakup by Offering Type

9.4.4 Market Breakup by Technology Type

9.4.5 Market Breakup by Application

9.4.6 Key Players

9.4.7 Market Forecast ???(?2026-2034?)

9.5 Southeastern Anatolia

9.5.1 Overview

9.5.2 Historical and Current Market Trends ???(??2020-2025?)

- 9.5.3 Market Breakup by Offering Type
- 9.5.4 Market Breakup by Technology Type
- 9.5.5 Market Breakup by Application
- 9.5.6 Key Players
- 9.5.7 Market Forecast ???(?2026-2034?)

9.6 Blacksea

- 9.6.1 Overview
- 9.6.2 Historical and Current Market Trends ???(??2020-2025?)
- 9.6.3 Market Breakup by Offering Type
- 9.6.4 Market Breakup by Technology Type
- 9.6.5 Market Breakup by Application
- 9.6.6 Key Players
- 9.6.7 Market Forecast ???(?2026-2034?)

9.7 Eastern Anatolia

- 9.7.1 Overview
- 9.7.2 Historical and Current Market Trends ???(??2020-2025?)
- 9.7.3 Market Breakup by Offering Type
- 9.7.4 Market Breakup by Technology Type
- 9.7.5 Market Breakup by Application
- 9.7.6 Key Players
- 9.7.7 Market Forecast ???(?2026-2034?)

10 TURKEY GENERATIVE AI MARKET – COMPETITIVE LANDSCAPE

- 10.1 Overview
- 10.2 Market Structure
- 10.3 Market Player Positioning
- 10.4 Top Winning Strategies
- 10.5 Competitive Dashboard
- 10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

- 11.1 Company A
 - 11.1.1 Business Overview
 - 11.1.2 Services Offered
 - 11.1.3 Business Strategies
 - 11.1.4 SWOT Analysis
 - 11.1.5 Major News and Events

11.2 Company B

11.2.1 Business Overview

11.2.2 Services Offered

11.2.3 Business Strategies

11.2.4 SWOT Analysis

11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Services Offered

11.3.3 Business Strategies

11.3.4 SWOT Analysis

11.3.5 Major News and Events

11.4 Company D

11.4.1 Business Overview

11.4.2 Services Offered

11.4.3 Business Strategies

11.4.4 SWOT Analysis

11.4.5 Major News and Events

11.5 Company E

11.5.1 Business Overview

11.5.2 Services Offered

11.5.3 Business Strategies

11.5.4 SWOT Analysis

11.5.5 Major News and Events

12 TURKEY GENERATIVE AI MARKET - INDUSTRY ANALYSIS

12.1 Drivers, Restraints, and Opportunities

12.1.1 Overview

12.1.2 Drivers

12.1.3 Restraints

12.1.4 Opportunities

12.2 Porters Five Forces Analysis

12.2.1 Overview

12.2.2 Bargaining Power of Buyers

12.2.3 Bargaining Power of Suppliers

12.2.4 Degree of Competition

12.2.5 Threat of New Entrants

12.2.6 Threat of Substitutes

12.3 Value Chain Analysis

13 APPENDIX

I would like to order

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