

Turkey Online Car Buying Market Size, Share, Trends and Forecast by Vehicle Type, Propulsion Type, Category, and Region, 2026-2034

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Abstracts

The Turkey online car buying market size reached USD 5.1 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 10.8 Billion by 2034, exhibiting a growth rate (CAGR) of 8.54% during 2026-2034. Digitalization, rising internet use, and user trust are driving the online car buying market in Turkey, expanding access beyond urban centers. Additionally, the growing demand for electric and hybrid vehicles, with online platforms shaping awareness, simplifying decisions, are contributing to the expansion of the Turkey online car buying market share.

TURKEY ONLINE CAR BUYING MARKET TRENDS:

Digitalization and Rising Internet Penetration

The rapid advancement of digital infrastructure and the rising penetration of internet are influencing purchasing behavior in Turkey, particularly in the automotive sector. People increasingly prefer online platforms for major transactions, including car purchases, as these channels provide immediate access to transparent information regarding prices, specifications, and financing options. This reduces the information asymmetry often associated with traditional dealerships and builds confidence among buyers. Younger, digitally adept demographics are especially inclined toward this mode of transaction, further supporting the trend. Moreover, the reach of digital platforms is no longer confined to large urban centers owing to the growing internet penetration in smaller cities and rural regions, thus expanding access nationwide. Supporting this trend, data released by the Turkish Statistical Institute (TurkStat) in 2024 confirmed that internet usage in Turkey surpassed 90% among individuals aged 16 to 74 for the first time, underscoring the scale of digital adoption. Online car marketplaces further enhance the

client journey with advanced search filters, immersive video tours, and real-time individual support, streamlining decision-making and creating convenience unmatched by physical dealerships. These developments are not isolated but part of a broader transformation in user habits driven by digitalization. The combination of improved accessibility, individual trust, and technological innovation is accelerating the adoption, and contributing to the Turkey online car buying market growth.

Rising Demand for Electric and Hybrid Vehicles

The movement toward sustainable mobility is influencing purchasing behavior in Turkey, with electric and hybrid vehicles gaining momentum as viable alternatives to conventional cars. Online platforms are becoming essential in promoting these models, particularly since traditional dealerships often have limited availability or visibility for newer technologies. Digital marketplaces provide buyers with comprehensive resources, including technical specifications, range comparisons, and detailed information on charging infrastructure, which are critical considerations for environmentally conscious individuals. They also highlight government incentives, tax reductions, and the long-term financial benefits associated with electric mobility, thereby simplifying the decision-making process. Centralized and transparent access to such information strengthens buyer confidence. This trend is further reinforced by the data released by the Automotive Distributors and Mobility Association (ODMD) in 2025, which reported that EV sales more than doubled compared to August last year, reaching 17,480 units. EVs accounted for 21.3% of the market, marking an increase of 13.1 percentage points from August 2024. As adoption continues to increase, online platforms are expected to play an important role not only in connecting buyers with available models but also in shaping awareness about sustainability. Their ability to educate, guide, and convert interest into transactions positions them as a decisive force.

TURKEY ONLINE CAR BUYING 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 vehicle type, propulsion type, and category.

Vehicle Type Insights:

Hatchback

Sedan

SUV

Others

A detailed breakup and analysis of the market based on the vehicle type have also been provided in the report. This includes hatchback, sedan, SUV, and others.

Propulsion Type Insights:

Petrol

Diesel

Others

The report has provided a detailed breakup and analysis of the market based on the propulsion type. This includes petrol, diesel, and others.

Category Insights:

Pre-Owned Vehicle

New Vehicle

A detailed breakup and analysis of the market based on the category have also been provided in the report. This includes pre-owned vehicle and new vehicle.

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 online car buying market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey online car buying market on the basis of vehicle type?

What is the breakup of the Turkey online car buying market on the basis of propulsion type?

What is the breakup of the Turkey online car buying market on the basis of category?

What is the breakup of the Turkey online car buying market on the basis of region?

What are the various stages in the value chain of the Turkey online car buying market?

What are the key driving factors and challenges in the Turkey online car buying market?

What is the structure of the Turkey online car buying market and who are the key players?

What is the degree of competition in the Turkey online car buying market?

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