

Mobile Phones in Turkey

<https://marketpublishers.com/r/MD381C00F94EN.html>

Date: March 2020

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: MD381C00F94EN

Abstracts

Mobile Phones in Turkey

SUMMARY

Mobile Phones in Turkey industry profile provides top%li%line qualitative and quantitative summary information including: market size (value and volume 2015%li%19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Mobile Phones market includes mobile phone service revenues and average minutes of use (MOU). Market values are made up of total mobile revenues containing revenues from mobile service providers and other members of the mobile service value%li%chain for the provision of mobile telephony services, excluding revenues from the sale of devices. Market volumes are made up of two segments: prepaid and postpaid, which consist of prepaid average monthly MOU and postpaid average monthly MOU. Minutes of use are made up from the average of voice minutes used in mobile subscriptions, including both incoming and outgoing calls, but not including M2M/IoT voice services.

The Turkish mobile phones market had total revenues of \$5.9bn in 2019, representing a compound annual rate of change (CARC) of - 6.5% between 2015 and 2019.

Postpaid had the highest volume in the Turkish mobile phones market in 2019,

with a total of 692.2 average MOU, equivalent to 83.4% of the market's overall volume.

Economic and political trouble has have led to decreased consumer confidence in Turkey and impacted the purchasing on mobile phones. Turkey's currency remains in dire straits, while its foreign debts remain vast.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the mobile phones market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the mobile phones market in Turkey

Leading company profiles reveal details of key mobile phones market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey mobile phones market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Turkey mobile phones market by value in 2019?

What will be the size of the Turkey mobile phones market in 2024?

What factors are affecting the strength of competition in the Turkey mobile phones market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's mobile phones market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market rivalry
- 1.8. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

7.1. Who are the leading players?

7.2. How is technological innovation shaping the strategy of leading players?

7.3. What are the strengths of the leading players?

7.4. What threats do the leading players face?

8 COMPANY PROFILES

8.1. Apple Inc

8.2. Samsung Electronics Co Ltd.

8.3. LG Electronics, Inc.

9 MACROECONOMIC INDICATORS

9.1. Country data

10 APPENDIX

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Turkey mobile phones market value: \$ billion, 2015-19
- Table 2: Turkey mobile phones market volume: Average MOU, 2015-19
- Table 3: Turkey mobile phones market category segmentation: Average MOU, 2019
- Table 4: Turkey mobile phones market geography segmentation: \$ billion, 2019
- Table 5: Turkey mobile phones market value forecast: \$ billion, 2019-24
- Table 6: Turkey mobile phones market volume forecast: Average MOU, 2019-24
- Table 7: Apple Inc: key facts
- Table 8: Apple Inc: Annual Financial Ratios
- Table 9: Apple Inc: Key Employees
- Table 10: Apple Inc: Key Employees Continued
- Table 11: Samsung Electronics Co Ltd.: key facts
- Table 12: Samsung Electronics Co Ltd.: Annual Financial Ratios
- Table 13: Samsung Electronics Co Ltd.: Key Employees
- Table 14: LG Electronics, Inc.: key facts
- Table 15: LG Electronics, Inc.: Annual Financial Ratios
- Table 16: LG Electronics, Inc.: Key Employees
- Table 17: Turkey size of population (million), 2015-19
- Table 18: Turkey gdp (constant 2005 prices, \$ billion), 2015-19
- Table 19: Turkey gdp (current prices, \$ billion), 2015-19
- Table 20: Turkey inflation, 2015-19
- Table 21: Turkey consumer price index (absolute), 2015-19
- Table 22: Turkey exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Turkey mobile phones market value: \$ billion, 2015-19

Figure 2: Turkey mobile phones market volume: Average MOU, 2015-19

Figure 3: Turkey mobile phones market category segmentation: % share, by volume, 2019

Figure 4: Turkey mobile phones market geography segmentation: % share, by value, 2019

Figure 5: Turkey mobile phones market value forecast: \$ billion, 2019-24

Figure 6: Turkey mobile phones market volume forecast: Average MOU, 2019-24

Figure 7: Forces driving competition in the mobile phones market in Turkey, 2019

Figure 8: Drivers of buyer power in the mobile phones market in Turkey, 2019

Figure 9: Drivers of supplier power in the mobile phones market in Turkey, 2019

Figure 10: Factors influencing the likelihood of new entrants in the mobile phones market in Turkey, 2019

Figure 11: Factors influencing the threat of substitutes in the mobile phones market in Turkey, 2019

Figure 12: Drivers of degree of rivalry in the mobile phones market in Turkey, 2019

COMPANIES MENTIONED

Apple Inc

Samsung Electronics Co Ltd.

LG Electronics, Inc.

I would like to order

Product name: Mobile Phones in Turkey

Product link: <https://marketpublishers.com/r/MD381C00F94EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MD381C00F94EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970