

# Turkey BPO Services Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

BPO Services in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

BPO services include revenues generated both from signed deals that remain under contract and the annual revenues associated with new contracts signed within a particular calendar year. The services include the outsourcing of functions such as customer relationship management, knowledge process outsourcing, finance & accounting, human resources, procurement, and vertical-specific processes. The total value of the market represents the demand for the service coming from a particular country.

The Turkish BPO services market had total revenues of \$1,545.4 million in 2021, representing a compound annual growth rate (CAGR) of 5.9% between 2016 and 2021.

The HR outsourcing segment was the market's most lucrative in 2021, with total revenues of \$550.5 million, equivalent to 35.6% of the market's overall value.

Istanbul, a Turkish city, straddles between south-eastern Europe and western Asia, thereby making it one of the promising destinations for outsourcing.

## **SCOPE**

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

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

Leading company profiles reveal details of key bpo services market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey bpo services market with five year forecasts

## **REASONS TO BUY**

What was the size of the Turkey bpo services market by value in 2021?

What will be the size of the Turkey bpo services market in 2026?

What factors are affecting the strength of competition in the Turkey bpo services market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's bpo services market?

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