

# **Turkey Television Market By Screen Size (50"-59", 40"-49", 39" and Below, Above 59"), By Display Type (LED, OLED, Others (LCD, QLED, etc.)), By Distribution Channel (Multi Branded Stores, Supermarkets/Hypermarkets, Online, and Others (Institutional Sales, Exclusive Stores, etc.)), By Region, Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The television market in Turkey is experiencing high demand and is projected to grow significantly during the forecast period. This growth can be attributed to the increasing popularity of OTT platforms and the expansion of the Turkish entertainment industry.

According to data provided by the Broadcasting Board of Governors, 99.1% of households in Turkey claim to have a working TV, indicating nearly universal TV ownership in the country. Additionally, internet penetration has risen to 81% in 2021, as reported by the World Bank. As a result, the increasing penetration of the internet and the growing popularity of OTT platforms have led to a surge in the purchase of new smart televisions, driving the demand for televisions in the country.

Furthermore, the availability of consumer electronics through e-commerce platforms is also contributing to the growth of the television market in Turkey. A report states that Turkey's e-commerce volume witnessed a remarkable 79% increase in 2021, thanks to the presence of multiple brands and the opportunity for consumers to compare prices and features according to their needs. Additionally, Turkey's per capita income has seen a significant rise, reaching USD 9661.2 in 2021, as per the World Bank. This increase in per capita income has resulted in higher purchasing power and, consequently, an increased demand for televisions in Turkey.

The market growth is further fueled by the rising demand for smart televisions in the country. With approximately 66% smart television ownership, the benefits of smart televisions, including high picture quality with ultra-HD and 4K resolution, access to live streaming videos, and various OTT platforms, have contributed to the demand. Additionally, the introduction of streaming devices such as TV sticks enables the transformation of non-smart televisions into smart ones, providing a fast and user-friendly interface with easy access to a wide range of applications.

Moreover, the growing popularity of OTT platforms and the shift in media consumption patterns have played a significant role in driving the demand for televisions in Turkey. According to the Radio and Television Supreme Council (RTK), the usage of digital platforms in Turkey has increased from 5.7% in 2018 to 24.4% in 2021. Notably, Netflix, a dominant player in the global OTT market, has approximately 3 million subscribers in Turkey. This rise in popularity and paid subscribers of OTT platforms is expected to further boost the demand for televisions in Turkey.

Overall, the television market in Turkey is witnessing a robust growth trajectory, driven by the rising popularity of OTT platforms, the expansion of the Turkish entertainment industry, and the increasing availability of consumer electronics through e-commerce platforms.

### Increasing Manufacturing of Television is Boosting the Market Growth

The television market in Turkey is being propelled by the growing domestic manufacturing of televisions by local companies. According to an article, Turkish domestic companies account for 90% of TCL's television manufacturing. Additionally, Sunny Electronics, a domestic television brand, manufactures approximately 25% of the total televisions sold in Turkey. Moreover, due to the COVID-19 pandemic and multiple lockdowns in various countries, many companies turned to Turkey as an alternative source when faced with difficulties in procuring products from China, resulting in a remarkable 200% increase in exports in 2021. Consequently, the surge in domestic television manufacturing is a key driver for the Turkish Television Market.

### Market Segmentation

The Turkey television market is segmented on the basis of screen size, display type, distribution channel, region and competitive landscape. On the basis of screen size, the market is further segmented into 50"-59", 40"-49", 39" and below, and above 59". The

display type is further fragmented into LED, OLED, and others (LCD, QLED, etc.). The distribution channel is segmented into multi branded stores, supermarkets/hypermarkets, online, and others, which include institutional sales, exclusive stores, etc. On the basis of region, the market is divided into Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Blacksea, and Eastern Anatolia.

## Market Players

Samsung Electronics Istanbul Paz ve Tic Ltd Sti, Evofone Bilgi Teknolojileri San Ltd Sti (Xiaomi), Atmaca Electronics Industry and Trade Inc, LG Electronics Ticaret A.S., Ar?elik A.S., Vestel Ticaret A.?., Sony Corporation, TCL Electronic Holding Ltd, VIZIO, Inc., and Sharp Corporation are some of the major players in the Turkey television market.

## Report Scope:

In this report, Turkey television market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Turkey Television Market, By Screen Size:

50"-59"

40"-49"

39" and Below

Above 59"

### Turkey Television Market, By Display Type:

LED

OLED

Others

### Turkey Television Market, By Distribution Channel:

Multi Branded Stores

Supermarkets/Hypermarkets

Online

Others

Turkey Television Market, By Region:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Blacksea

Eastern Anatolia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Turkey television market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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