

# Turkey: Printed Advertising Materials Market

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## Abstracts

This report presents a comprehensive overview of the printed advertising materials market in Turkey and a forecast for its development in the next five years. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the printed advertising materials market in Turkey, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the printed advertising materials market in Turkey includes:

- Analysis and forecast for the economy of Turkey;

- Analysis and forecast for development of the market volume (market size), value and dynamics;

- Market breakdown (by origin, by application, by types of products, etc.);

- Volume, dynamics and analysis of domestic production (past, current and

future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for the market development in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

So, if you are interested in the printed advertising materials market in Turkey, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF PRINTED ADVERTISING MATERIALS**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF TURKEY**

- 5.1. Characteristics of the economy of Turkey in the last 5 years
- 5.2. Forecast for the development of the economy of Turkey for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE PRINTED ADVERTISING MATERIALS MARKET IN TURKEY**

- 6.1. Volume, value and dynamics of the printed advertising materials market in Turkey in the last 5 years
- 6.2. Structure of the printed advertising materials market in Turkey in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the printed advertising materials market in Turkey by origin
- 6.4. Structure of the printed advertising materials market in Turkey by product groups
- 6.5. Key recent trends on the printed advertising materials market in Turkey
- 6.6. Competitive landscape of the market
- 6.7. Key drivers and restraints for the market development in the medium term

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF PRINTED ADVERTISING MATERIALS IN TURKEY**

- 7.1. Volume, value and dynamics of the domestic production of printed advertising materials in Turkey in the last 5 years
- 7.2. Structure of the domestic production of printed advertising materials by product groups
- 7.3. Characteristics of the main producers of printed advertising materials in Turkey

### **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF PRINTED ADVERTISING MATERIALS IN TURKEY**

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of printed advertising materials in Turkey in the last 5 years

8.4. Characteristics of other prices of printed advertising materials

## **9. FOREIGN TRADE OPERATIONS OF PRINTED ADVERTISING MATERIALS IN TURKEY**

9.1. Foreign trade operations of printed advertising materials in Turkey in the last 5 years

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF PRINTED ADVERTISING MATERIALS TO THE TURKISH MARKET**

10.1. Volume, value and dynamics of the imports of printed advertising materials to Turkey in the last 5 years

10.2. Main countries, importing printed advertising materials to Turkey

10.3. Structure of the imports of printed advertising materials by types of products

10.4. Average prices of the printed advertising materials, imported to Turkey

## **11. OVERVIEW AND ANALYSIS OF THE TURKISH EXPORTS OF PRINTED ADVERTISING MATERIALS**

11.1. Volume, value and dynamics of the Turkish exports of printed advertising materials in the last 5 years

11.2. Recipient countries of the Turkish exports of printed advertising materials

11.3. Structure of the Turkish exports of printed advertising materials by types of products

11.4. Average prices of the Turkish exports of printed advertising materials

## **12. CHARACTERISTICS OF THE CONSUMPTION OF PRINTED ADVERTISING MATERIALS IN TURKEY**

12.1. Volume, value and dynamics of the consumption of printed advertising materials in Turkey in the last 5 years

12.2. Structure of the consumption of printed advertising materials in Turkey in the last 5 years (by origin, by channel, etc.)

12.3. Volume, value and dynamics of the per capita consumption of printed advertising materials in Turkey in the last 5 years

12.4. Balance between domestic supply and domestic demand on the printed advertising materials market in Turkey in the last 5 years

### **13. FORECAST FOR DEVELOPMENT OF THE PRINTED ADVERTISING MATERIALS MARKET IN TURKEY FOR THE NEXT 5 YEARS**

13.1. Factors, influencing the development of the printed advertising materials market in Turkey in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

### **LIST OF FIGURES**

Volume and dynamics of the printed advertising materials market in Turkey in the last 5 years

Value and dynamics of the printed advertising materials market in Turkey in the last 5 years

Structure of the printed advertising materials market in Turkey in the last 5 years, in volume terms

Structure of the printed advertising materials market in Turkey in the last 5 years, in value terms

Structure of the printed advertising materials market in Turkey by origin in physical terms in the last 5 years

Structure of the printed advertising materials market in Turkey by origin in value terms in the last 5 years

Structure of the printed advertising materials market in Turkey by product groups in the last 5 years, in volume terms

Structure of the printed advertising materials market in Turkey by product groups in the last 5 years, in value terms

Volume and dynamics of the domestic production of printed advertising materials in Turkey in the last 5 years

Value and dynamics of the domestic production of printed advertising materials in Turkey in the last 5 years

Structure of the domestic production of printed advertising materials by product groups, in volume terms

Structure of the domestic production of printed advertising materials by product groups, in value terms

Value chain analysis of the printed advertising materials market in Turkey

Structure of the printed advertising materials price formation in Turkey, in %

Deviation of the average producer prices of printed advertising materials in Turkey in the last 5 years

Trade balance of printed advertising materials foreign trade in Turkey in the last 5 years, in volume terms

Trade balance of printed advertising materials foreign trade in Turkey in the last 5 years, in value terms

Trade balance of printed advertising materials foreign trade by product types in Turkey in the last 5 years, in volume terms

Trade balance of printed advertising materials foreign trade by product types in Turkey in the last 5 years, in value terms

Volume and dynamics of the imports of printed advertising materials to Turkey in the last 5 years

Value and dynamics of the imports of printed advertising materials to Turkey in the last 5 years

Main countries, importing printed advertising materials to Turkey in the last 5 years, in volume terms

Main countries, importing printed advertising materials to Turkey in the last 5 years, in value terms

Volume and dynamics of the imports of printed advertising materials by product groups in the last 5 years

Value and dynamics of the imports of printed advertising materials by product groups in the last 5 years

Volume and dynamics of the average prices of the printed advertising materials, imported to Turkey in the last 5 years

Volume and dynamics of the Turkish exports of printed advertising materials in the last 5 years

Value and dynamics of the Turkish exports of printed advertising materials in the last 5 years

Recipient countries of the Turkish exports of printed advertising materials in the last 5 years, in volume terms

Recipient countries of the Turkish exports of printed advertising materials in the last 5 years, in value terms

Structure of the Turkish exports of printed advertising materials by product groups in the last 5 years, in volume terms

Structure of the Turkish exports of printed advertising materials by product groups in the last 5 years, in value terms

Volume and dynamics of the average prices of the Turkish exports of printed advertising

materials in the last 5 years

Volume and dynamics of the consumption of printed advertising materials in Turkey in the last 5 years

Value and dynamics of the consumption of printed advertising materials in Turkey in the last 5 years

Structure of the consumption of printed advertising materials in Turkey in the last 5 years, in volume terms

Structure of the consumption of printed advertising materials in Turkey in the last 5 years, in value terms

Structure of the consumption of printed advertising materials in Turkey by product groups, in volume terms

Structure of the consumption of printed advertising materials in Turkey by product groups, in value terms

Volume and dynamics of the per capita consumption of printed advertising materials in Turkey in the last 5 years

Value and dynamics of the per capita consumption of printed advertising materials in Turkey in the last 5 years

Balance between domestic supply and domestic demand on the printed advertising materials market in Turkey in the last 5 years and forecast for the next 5 years, in volume terms

Balance between domestic supply and domestic demand on the printed advertising materials market in Turkey in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of printed advertising materials in Turkey for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of printed advertising materials in Turkey for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of printed advertising materials in Turkey for the next 5 years (under the framework of the optimistic scenario), in volume and value terms



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## List Of Tables

### LIST OF TABLES

Key indicators on the printed advertising materials market in Turkey in the last 5 years

Key indicators of the economy of Turkey in the last 5 years

Forecast for the economy of Turkey for the next 3 years

Volume and dynamics of the printed advertising materials market in Turkey in the last 5 years

Value and dynamics of the printed advertising materials market in Turkey in the last 5 years

Structure of the printed advertising materials market in Turkey in the last 5 years, in volume terms

Structure of the printed advertising materials market in Turkey in the last 5 years, in value terms

Structure of the printed advertising materials market in Turkey by origin in the last 5 years, in volume terms

Structure of the printed advertising materials market in Turkey by origin in the last 5 years, in value terms

Structure of the printed advertising materials market in Turkey by product groups in the last 5 years, in volume terms

Structure of the printed advertising materials market in Turkey by product groups in the last 5 years, in value terms

Volume and dynamics of the domestic production of printed advertising materials in Turkey in the last 5 years

Value and dynamics of the domestic production of printed advertising materials in Turkey in the last 5 years

Structure of the domestic production of printed advertising materials by product groups, in volume terms

Structure of the domestic production of printed advertising materials by product groups, in value terms

Value chain analysis of the printed advertising materials market in Turkey

Cost breakdown of the price formation of printed advertising materials in Turkey, in %

Volume and dynamics of the average producer prices of printed advertising materials in Turkey in the last 5 years

Volume and dynamics of other prices of printed advertising materials in Turkey (wholesale, distributor, retail, etc.) in the last 5 years

Trade balance of printed advertising materials foreign trade in Turkey in the last 5 years, in volume terms

Trade balance of printed advertising materials foreign trade in Turkey in the last 5 years, in value terms

Trade balance of printed advertising materials foreign trade by product types in Turkey in the last 5 years, in volume terms

Trade balance of printed advertising materials foreign trade by product types in Turkey in the last 5 years, in value terms

Volume and dynamics of the imports of printed advertising materials to Turkey in the last 5 years

Value and dynamics of the imports of printed advertising materials to Turkey in the last 5 years

Main countries, importing printed advertising materials to Turkey in the last 5 years, in volume terms

Main countries, importing printed advertising materials to Turkey in the last 5 years, in value terms

Structure of the imports of printed advertising materials by product groups in the last 5 years, in volume terms

Structure of the imports of printed advertising materials by product groups in the last 5 years, in value terms

Average prices of the printed advertising materials, imported to Turkey in the last 5 years

Volume and dynamics of the Turkish exports of printed advertising materials in the last 5 years

Value and dynamics of the Turkish exports of printed advertising materials in the last 5 years

Recipient countries of the Turkish exports of printed advertising materials in the last 5 years, in volume terms

Recipient countries of the Turkish exports of printed advertising materials in the last 5 years, in value terms

Structure of the Turkish exports of printed advertising materials by product groups in the last 5 years, in volume terms

Structure of the Turkish exports of printed advertising materials by product groups in the last 5 years, in value terms

Average prices of the Turkish exports of printed advertising materials in the last 5 years

Volume and dynamics of the consumption of printed advertising materials in Turkey in the last 5 years

Value and dynamics of the consumption of printed advertising materials in Turkey in the last 5 years

Structure of the consumption of printed advertising materials in Turkey in the last 5 years, in volume terms

Structure of the consumption of printed advertising materials in Turkey in the last 5 years, in value terms

Structure of the consumption of printed advertising materials in Turkey by product groups, in volume terms

Structure of the consumption of printed advertising materials in Turkey by product groups, in value terms

Volume and dynamics of the per capita consumption of printed advertising materials in Turkey in the last 5 years

Value and dynamics of the per capita consumption of printed advertising materials in Turkey in the last 5 years

Balance between domestic supply and domestic demand on the printed advertising materials market in Turkey in the last 5 years and forecast for the next 5 years, in volume terms

Balance between domestic supply and domestic demand on the printed advertising materials market in Turkey in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of printed advertising materials in Turkey for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of printed advertising materials in Turkey for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of printed advertising materials in Turkey for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

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