



Euromonitor
International

Mobile Phones in Turkey

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baseline demand for smartphones supports marginal growth in a saturated market
Apple and Samsung maintain their top places, while small brands see growth
Appliances and electronics specialists maintain lead, although e-commerce is increasingly competitive

PROSPECTS AND OPPORTUNITIES

Smartphones will continue to achieve marginally-positive volume growth
Rollout and mainstream adoption of 5G to influence more 5G-enabled smartphones
AI to play an increasingly role on enhancing functionality of smartphones

CATEGORY DATA

- Table 1 - Sales of Mobile Phones by Category: Volume 2020-2025
- Table 2 - Sales of Mobile Phones by Category: Value 2020-2025
- Table 3 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
- Table 5 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
- Table 6 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
- Table 7 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
- Table 8 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
- Table 9 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
- Table 11 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
- Table 13 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Consumer Electronics in Turkey - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

- Table 14 - Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025
- Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mobile-phones-in-turkey/report.