



# A focus on Turkey

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in Turkey. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

**Whether you already sell to Turkey or are considering doing so, these insights can help you sell to this market.**

**Key**

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average

2024 Online Shopper Trends



## What does Turkey buy online?

66% of Turkish shoppers buy online at least once a week. And they are regularly looking for their next purchase – **93% browse online at least once a week and 30% do so multiple times a day.** This is higher than in any other European country. But what do they buy most frequently?



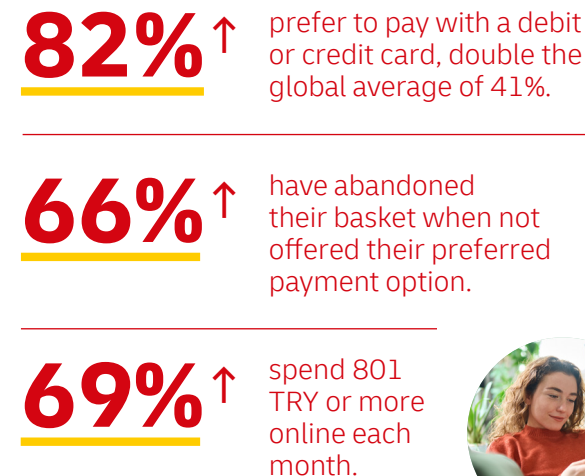
**More shoppers in Turkey have online shopping subscriptions than any other European country – 66% regularly receive products this way. Among these, 58% subscribe to beauty products and 57% to household items. If you don't already offer a subscription service, you might want to consider one.**

### How does Turkey shop online?

Turkish people are active on social media.



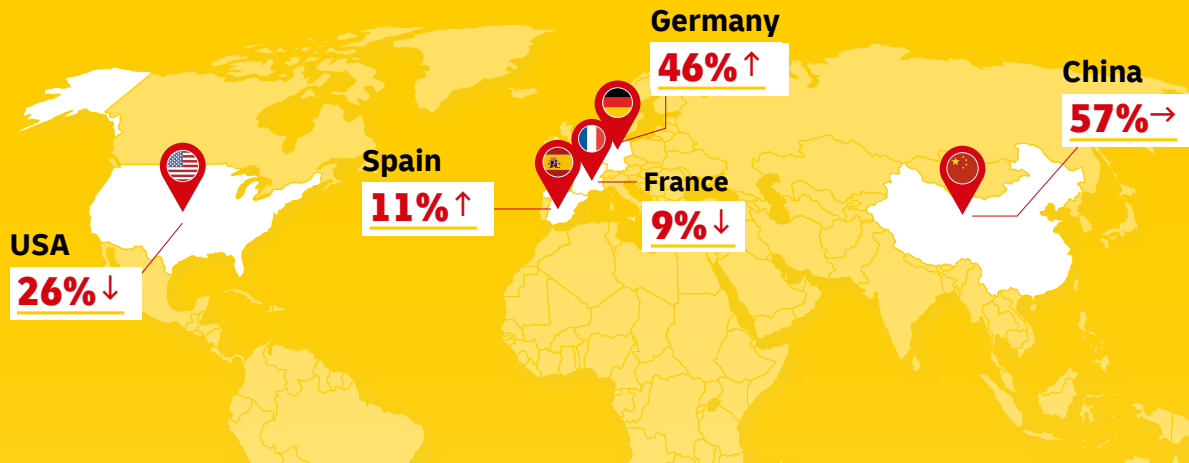
### Spending habits of Turkish shoppers



## Selling to Turkey

51% of Turkish consumers buy from abroad. And 57% do so at least once a month. If you want to sell to this market, it's important to understand why they do (or don't) buy from abroad so you can create an online experience that meets customer expectations.

## Which countries do Turkish shoppers buy from?



### Why do they buy from abroad?

**56%** ↑

To get lower prices.

**43%** ↑

A wider choice of products.

**38%** ↑

To get better quality products.

### Why don't they buy from abroad?

**59%** ↑

Customs charges.

**54%** ↑

Fear of fraud.

**53%** ↑

Longer delivery time.

**61%** of Turkish shoppers would feel more confident buying from abroad if they were offered simple, free returns.



**99%**

of Turkish shoppers buy from marketplaces.

COUNTRY TRENDS REPORT

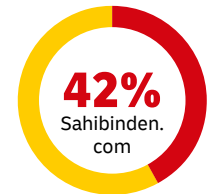
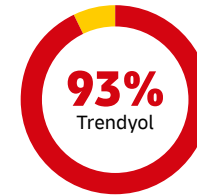


**51% of people in Turkey say they shop online**

because there is more choice, so it's no surprise that marketplaces are so popular.

They give consumers access to a wide range of products at different price points.

Which marketplaces are most popular with Turkish shoppers?



## Do you run an e-commerce business in Turkey?

There are opportunities to grow your business by expanding into new markets across the globe.

Turkish goods are popular with shoppers in:



Morocco



UAE



Nigeria



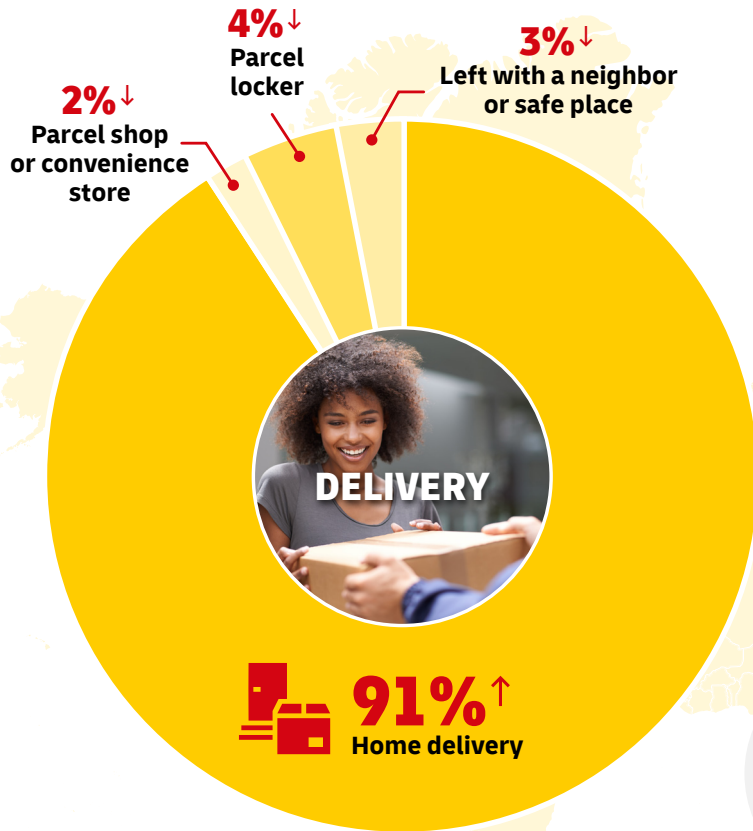
2024 Online Shopper Trends





# How do Turkish shoppers want to receive and return their orders?

34% of people in Turkey say they frequently abandon their baskets if not offered their preferred delivery option. If you want to encourage this market to click 'buy now', understanding what these shoppers want is key.



Being able to redirect their parcel to a safe place is more important in Turkey than in any other country. **92% would like to be offered this redirection option.**

**!** 64% of Turkish shoppers say they mainly buy from shops that offer free delivery. With out-of-home parcel points less popular in Turkey than in many other countries across the globe, consider offering free home delivery and returns options to this market.

**98% ↑**  
say delivery options influence where they shop online.

**66% ↓**  
say free delivery would improve their online shopping experience.

**55% ↑**  
feel frustrated if they have to wait a long time for their delivery.

**45% ↑**  
feel frustrated if they have to pay for returns.



## Anything else to know about this market?



**78%** ↑ always use a smartphone.

vs  
of global shoppers  
always use a  
smartphone.

**57%**



**28%** ↑ always use a retailer's mobile app.

vs  
of global shoppers  
always use a  
retailer's mobile app.

**22%**

### Why are Turkish shoppers abandoning their baskets?

**37%** ↑

They find the items cheaper elsewhere.

**34%** ↓

Delivery is too expensive.

**30%** ↑

Delivery is too slow.



**86%** ↑

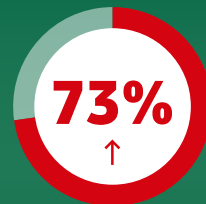
prefer to have an account with a retailer instead of using a guest checkout.

**69%** ↑

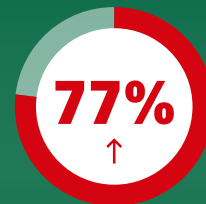
have subscribed to an online retailer's email newsletter to receive discounts or rewards.

## How important is sustainability to Turkish shoppers?

Sustainability is becoming more important to shoppers in this market, and many want to know what impact their online orders have on the environment.



say sustainability is important to them when shopping online.



want to know how climate-friendly their delivery is.



would be willing to accept a longer delivery time to make their delivery more sustainable.



# Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



## E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



## Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



## Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



## Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



## Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



## Country Reports

Want to know what matters most to shoppers in a specific country?

## LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.