



TRENDS IN TURKEY AND WHY IT DIFFERS FROM THE BRITISH MARKET:

Presented by the TBCCI
PR, MARKETING & BRANDING FORUM



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There are some important demographics trends in Turkey which can potentially shape any efficient marketing strategy for companies in the country:

Turks are young, but not in their 20's anymore...

If the Turkish population is still young in average, **the median age is nowadays 30 years old compared to the 25 years old of 2000**. And if Turkey does not face the aging problems of Europe and has a younger population than the US for instance, **the median age has been steadily going up**. Furthermore, as the graphs 2 and 3 show, an increasing chunk of the Turkish population, both female and male, is **between 25 and 40 years old**.

... And they are increasingly urban and educated.

Nowadays, **more than 75% of the Turkish population is urban**, from barely more than 40% in the 80's, and that number keep on rising. Seeing the size of the Turkish population, this means that **the urban market is huge**.

Furthermore, **the number of young Turks who are educated is in the rise**: the total of young Turks with a higher education degree, if still low compared to developed countries like the UK, has witnessed a strong positive drift.

Singles are in the rise.

The number of 'one person households' (*i.e.* singles) has almost doubled between 2002 and 2011 in Turkey. Furthermore, the balance has slightly tilted in favour of younger 'one person household', when in 2002 the majority of singles were elderly people.

If this trend is **not as significant as in the UK yet, where households with a married couple has become the minority in 2011** and companies have started adapting to the demands of increasingly older and more affluent singles, brands in Turkey could start **departing from the fixed idea of the typical nuclear family in order to exploit that potential niche of growing number of older singles**, They have a high spending power and an enthusiasm to enjoy the time they have on their hands

And Middle Class is the new norm.

The middle class boom in emerging markets is particularly pronounced in Turkey and is **transforming consumption patterns in the country**. Not just the demographic, but **also the socio-economic composition of the population has changed dramatically**, now the majority of people fall within the middle class segment, **with a predicted accelerated movement over the coming decade from low to medium middle class**.

This is a strong contrast from the condition **of the middle class in Europe and the UK, squeezed and strained** by the current economic problems, stagnating incomes, and increasing living costs. The new middle class in Turkey is eager to enjoy its new purchasing power

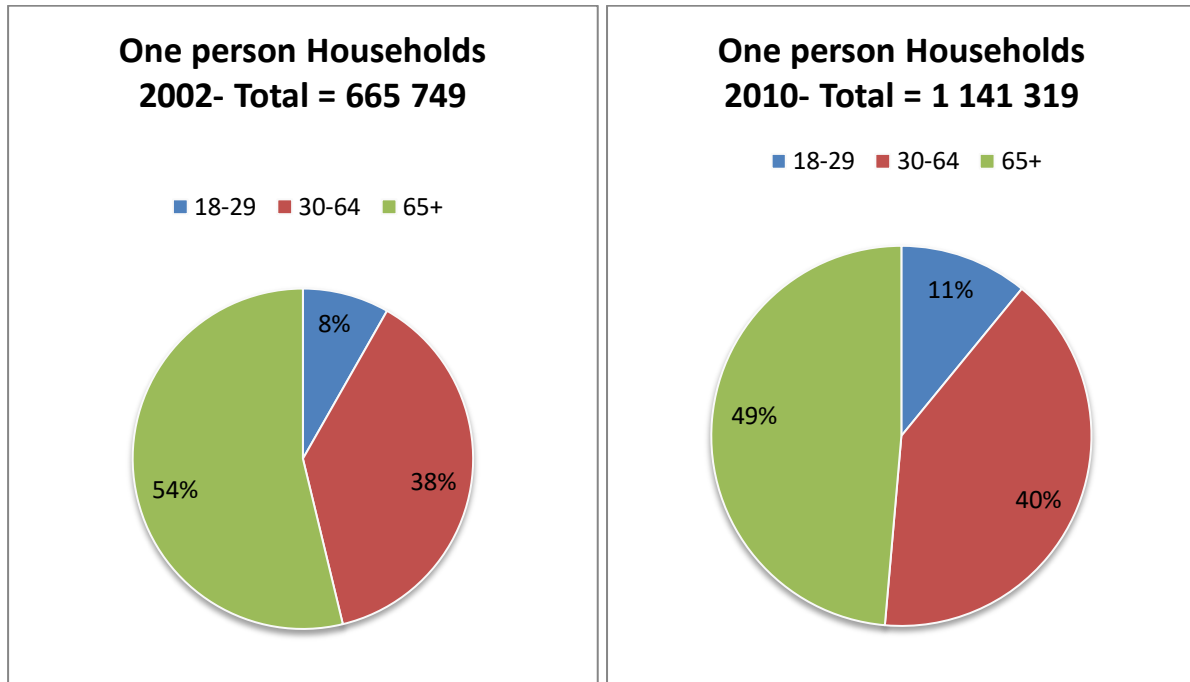
What does it means for business?

From a marketing point of view, knowing that that the age group of **young adults and professionals is often one biggest consumer group**, these trends are particularly interesting they represent an important and valuable market for brands. Also, a consistent perception of Turkey is one of a country with a particularly young population, which is still accurate, but **it is now more a country of 30 years old than of 20 years old, and strategies should be adapted to reflect that fact** and more efficiently reach out to the Turkish market.

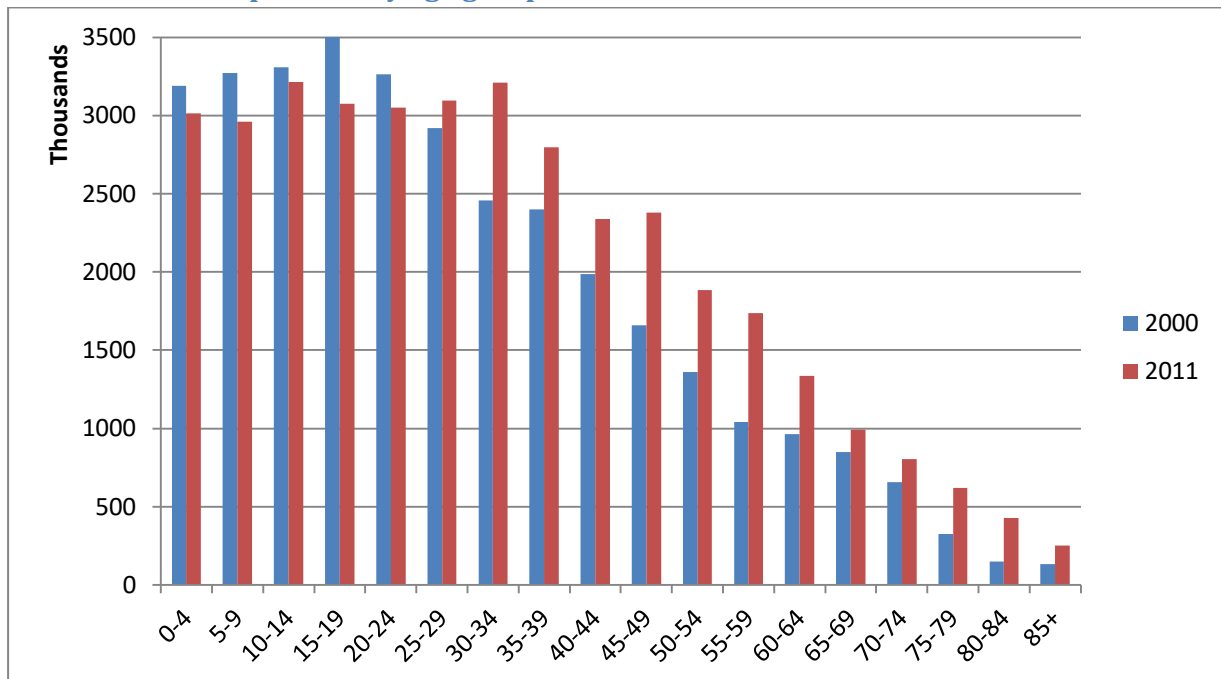
Additionally, the growing market of singles households could prove to be a particularly interesting 'niche' market for various companies and brands.

Overall **these trends paint a land of opportunities for brands**, and smart companies should **reposition their brands to answer to the aspirations and needs of this changed market** looking forward to enjoying all the perks of its new spending power. This is good news when compared to the gloomy picture in the UK and Europe.

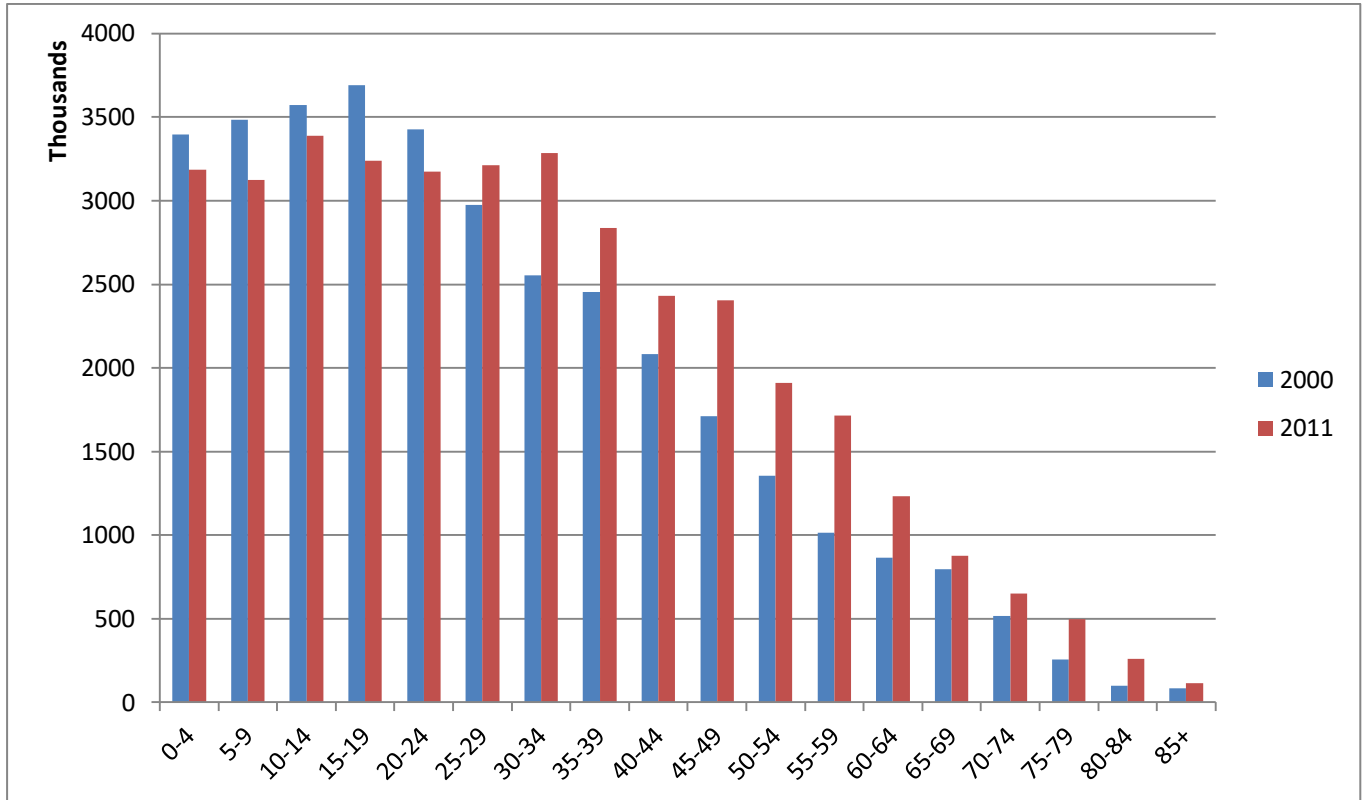
1. One person households in Turkey



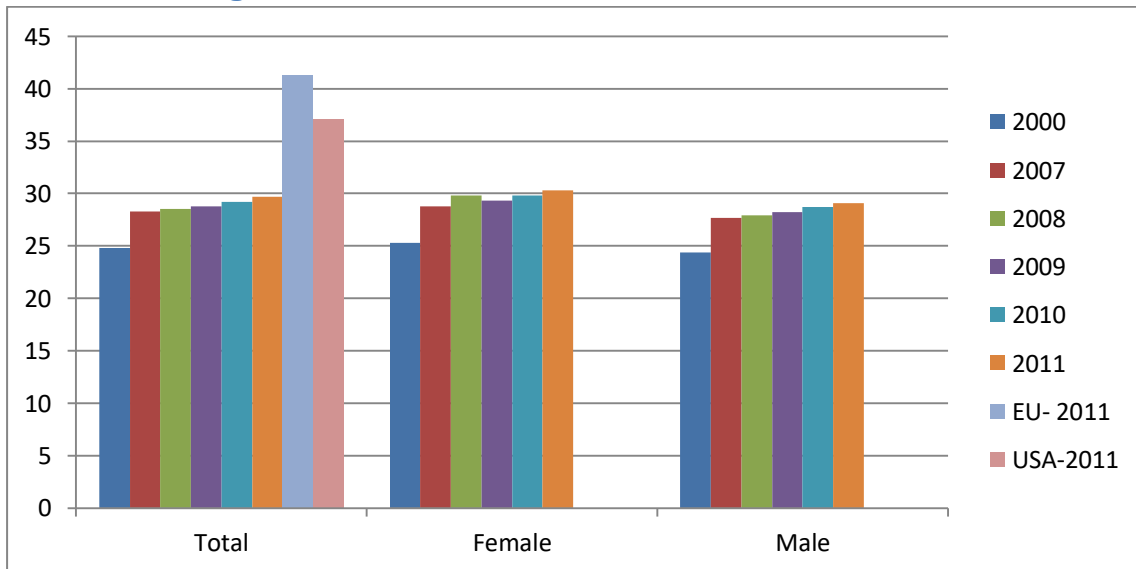
2. Women Population by age group:



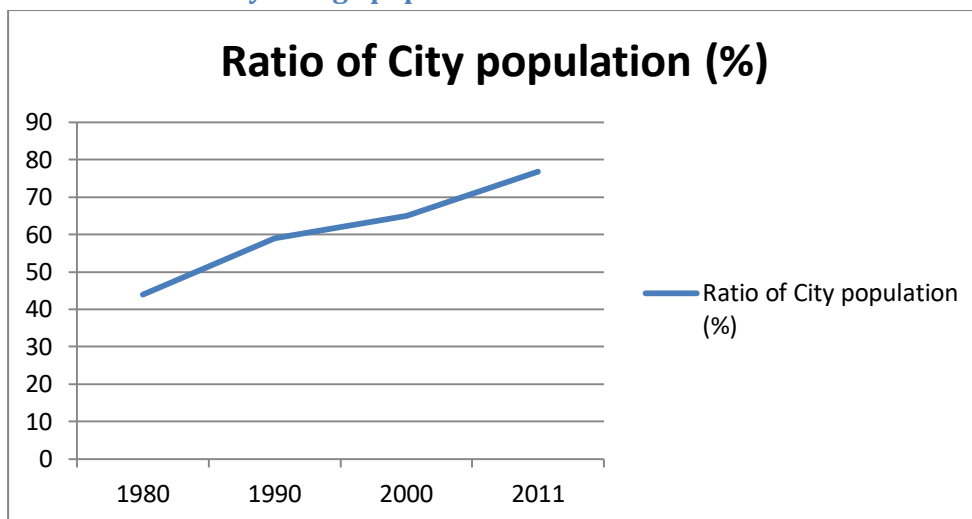
3. Men Population by age group:



4. Median Age:



5. Ratio of city-village population



6. Formal education

