

# Clicks, carts & conversions in Turkey



## What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

### Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

## Unpacking the dynamic Turkish market

 **82% ↑**

say sustainability is important to them when shopping online

**The sustainable shopper**

 **75% →**

make purchases during Black Friday weekend

**The Black Friday shopper**

 **58% ↓**

buy from online retailers based in other countries

**The cross-border shopper**

 **75% ↑**

buy directly from social media platforms

**The social shopper**

 **61% ↑**

have an online shopping subscription

**The subscription shopper**

 **50% ↓**

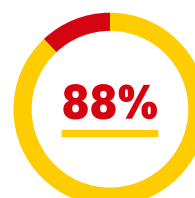
buy refurbished or pre-owned items online

**The refurbished and recycled shopper**



### 99% buy from marketplaces

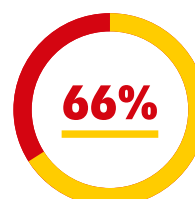
Which ones do they buy from the most?



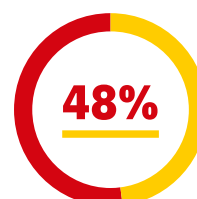
Trendyol



Hepsiburada



Amazon



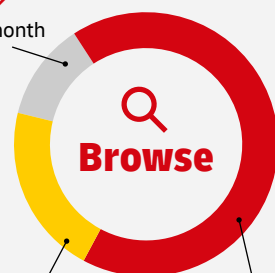
n11.com

## The conversion challenge: Turning browsers into buyers

Shoppers in Turkey browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

**12% ↓**

Once a month or less



**21% ↓**

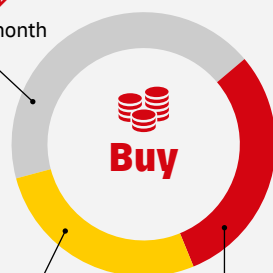
Once a week

**67% ↑**

At least two to three times a week

**43% ↓**

Once a month or less



**27% →**

Once a week

**30% ↑**

At least two to three times a week



### What device do they use to shop?

Smartphone **98% ↑**

Laptop/desktop **86% ↑**

Retailer's mobile app **82% ↑**

Voice commands **53% ↑**



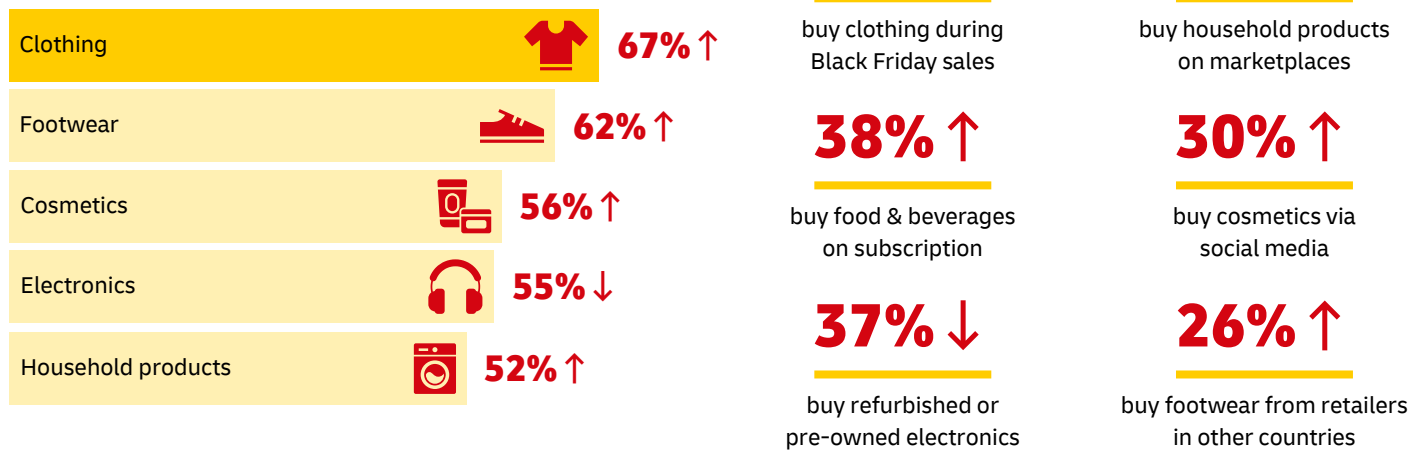
### How do they pay?

Credit or debit card **98% ↑**

Digital wallet **50% ↓**

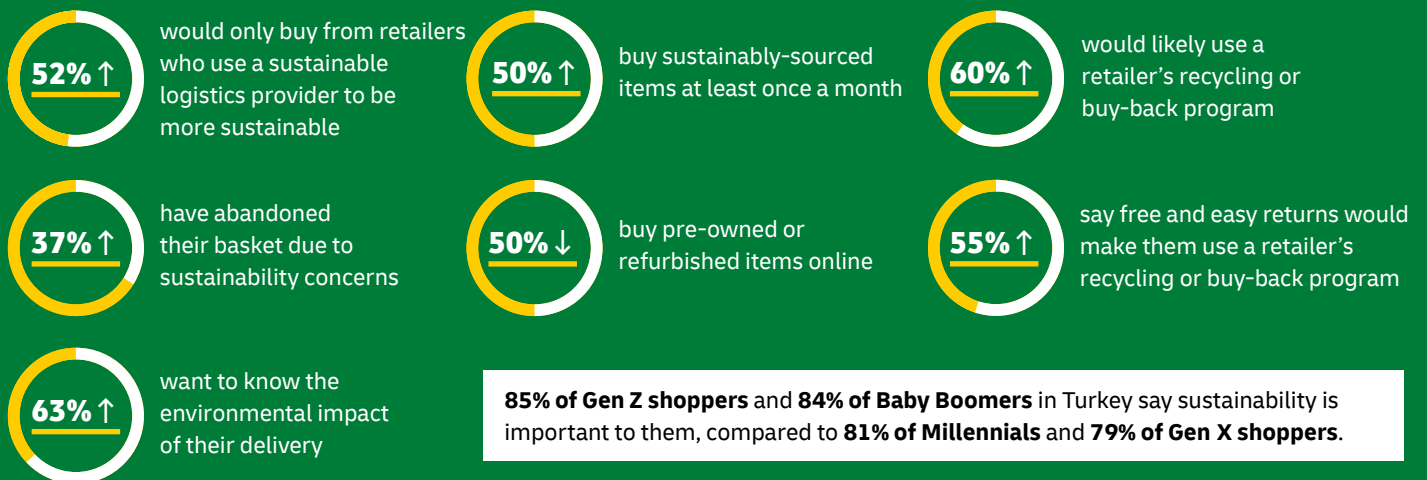
Buy Now, Pay Later **46% ↓**

## What do Turkish shoppers buy online?



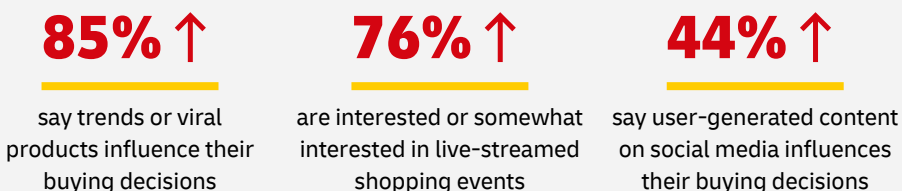
## The shift to more sustainable choices

64% of Turkish shoppers say sustainability will become more important to them in the next five years.



## Social shopping: connecting trends with the cart

3 in 4 shoppers in Turkey have made a purchase on social media, and 81% say it could become their top shopping destination by 2030.



### Keeping up vs. buying: generational differences

Instagram and YouTube are the platforms of choice for Gen Z, Millennials and Gen X shoppers in Turkey, whereas Baby Boomers buy more from Facebook. Baby Boomers are the least active social shoppers but do use social media to keep up to date with new products.

## Do Turkish shoppers believe the Black Friday hype?

75% buy online during Black Friday or Cyber Monday – but 15% don't believe the hype.

74% of Turkish shoppers are motivated by savings and discounts during Black Friday. Millennials and Gen Z lead in activity, while Baby Boomers are the least likely to trust retailers' offers and prices.

## How much do Turkish shoppers buy and do they trust retailers' Black Friday offers?

	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	74%	26%	60%
Millennials	82%	18%	53%
Gen X	72%	28%	49%
Baby Boomers	66%	34%	41%

## What does it take to win over Turkish shoppers?

From long delivery times and unexpected charges to not being offered their preferred options for receiving or returning their orders, the barriers to purchase for Turkish shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



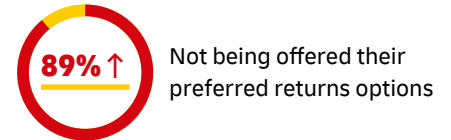
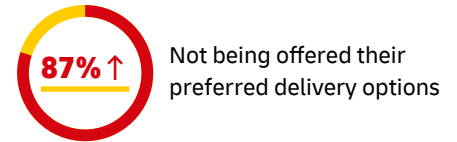
### What frustrates these shoppers?



### What improvements do they want?

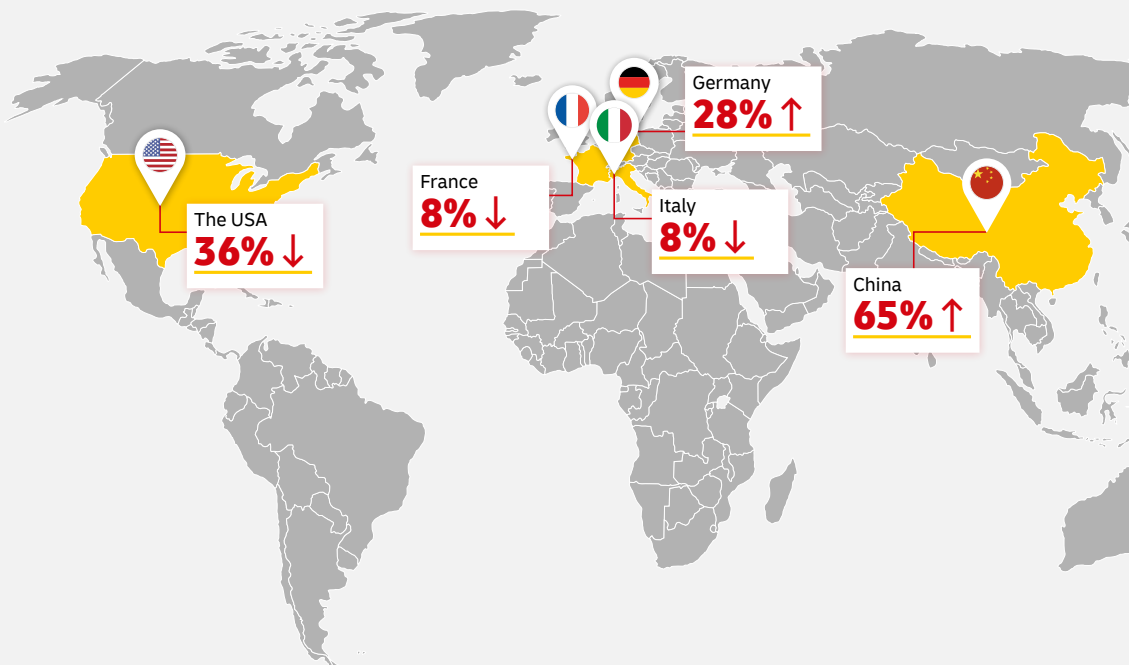


### What makes them abandon their baskets?



## Where does Turkey buy from?

58% of shoppers in Turkey buy from retailers in other countries – and 37% do so at least once a month. This rises to 46% for refurbished shoppers and 45% for Gen Z shoppers in this market.



**57% ↑**

buy from other countries to get lower prices

**67% ↑**

don't buy from other countries due to customs charges

**66% ↑**

say clear guidance on customs charges would make them feel more confident buying across borders

## Who buys from Turkey?



The UAE



Morocco



Nigeria

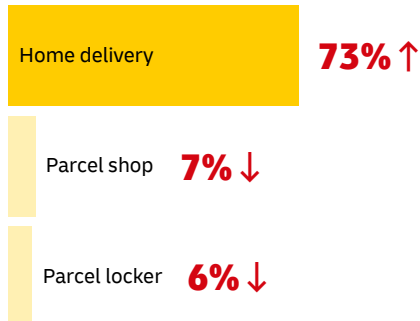
### Do you run an e-commerce business in Turkey?

Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

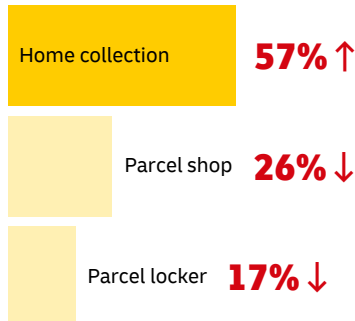
## How can you deliver on their expectations?

4 in 5 Turkish shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Free delivery and returns is particularly important to this market – 60% mainly buy from retailers that offer free delivery and 66% mainly from retailers that offer free returns. [Explore the increasing popularity of out-of-home.](#)

### Delivery preferences



### Returns preferences



70% ↓

won't buy from an online retailer if they don't trust the delivery provider



75% →

won't buy from an online retailer if they don't trust the returns provider

## How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



46% ↑

track and redirect their deliveries using the delivery provider's app



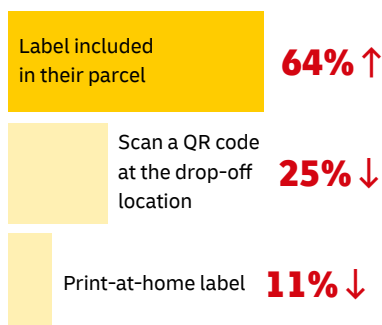
25% ↓

use the delivery provider's website

## Return to retailer

73% of shoppers in Turkey have returned an item to an online retailer, with 94% returning up to 30% of their purchases. Millennials, refurbished shoppers and cross-border shoppers are the most frequent returners. [Review the global returns landscape.](#)

### What are their return label preferences?



### Top reasons for returning items:

1. Poor quality
2. Damaged during transit
3. Wrong size
4. Doesn't suit them
5. Doesn't look like the image



38% ↑

have spent more to get free delivery, then returned the extra items

43% ↓

prefer to return items via out-of-home locations



Unpack even more global insights...