

Türkiye

# A bridge to growth.



**WORLDLINE** 

Payments to grow your world

# Market profile

Young, online and turning to e-commerce.



With its young, increasingly digitally literate population – and its continuing importance as a bridge between Europe and Asia – Türkiye is an attractive market for e-commerce investments.

Over recent years, the COVID-19 pandemic has helped accelerate Türkiye's already impressive growth in e-commerce by increasing competition among online sellers, and driving significant improvements in consumer experience.

Türkiye's relatively young population is a key factor: around 39% of the country's population is aged between 15 and 44<sup>1</sup>, and this age group is most

likely to make online purchases – with the 18–44 age group representing 75% of the country's e-commerce users<sup>1</sup>.

The growth in Türkiye's online purchasing volumes mirror the country's continuing digital transformation in all areas of economic and social life. E-commerce transaction volumes grew by 22% between 2022 and 2023, while their value increased by 130% over the same period<sup>3</sup>.

This impressive growth looks set to continue as e-commerce user penetration in Türkiye is forecast to rise from 40% to 48% by 2029<sup>1</sup>.



## Population

86M,  
18<sup>th</sup> worldwide<sup>2</sup>



## Population aged

15 – 44 – 39%<sup>1</sup>



## Internet penetration

84% (2023)  
98% (2029)<sup>1</sup>



## Smartphone users

70M (2023)  
84M (2029)<sup>1</sup>



## E-commerce penetration

40% (2023)  
48% (2029)<sup>1</sup>



## E-commerce sales

73B USD (2023)<sup>3</sup>

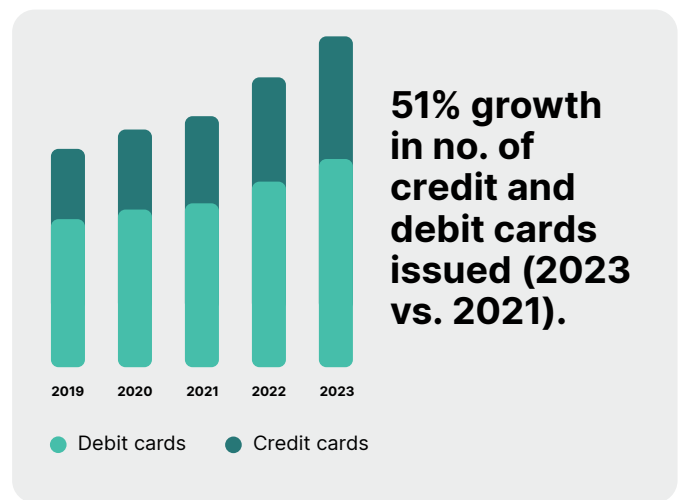
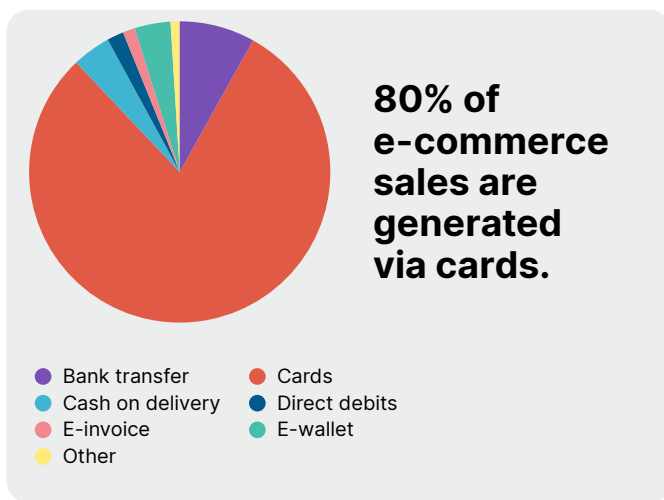
# Online payment landscape

Growth is on the cards.

Türkiye's payment landscape continues to be dominated by cards, with growing trends towards domestic issuers and instalments via loyalty programs. To be a serious e-commerce player in Türkiye, companies need to offer all these options efficiently to drive usage and conversion.

With over 300 million cards issued<sup>6</sup>, Türkiye is one of the world's leading card payment markets. The total number of credit and debit cards issued has grown 51% between 2019 and 2023, and 80% of online payments, by value, are made using credit, debit, and prepaid cards<sup>1</sup>.

## Online payment method breakdown



### Troy cards are gaining traction.

Türkiye's only domestic card scheme is Troy, which was founded by a consortium of 13 Türkiye banks in 2015 to drive card usage and acceptance. Currently, there are over 12 million Troy cards issued. Though representing only 8% of total debit cards issued and 2.9% of total credit cards issued in Türkiye, this scheme has been growing in popularity, especially since it is now heavily supported by the Turkish government. The number of transactions made via Troy credit and debit cards has grown to 88.9 million and 283.3 million respectively in 2023, from a mere 53.9 million and 107.7 million in 2019<sup>4</sup>.

### Instalments are key.

Turkish banks typically offer loyalty programs in combination with their credit card offerings, and these are

also very popular among consumers. These loyalty programs give shoppers the benefit of using instalments to pay for their purchases, and their popularity has also translated into e-commerce. Instalment payments through card schemes account for 55% of overall online transactions in Türkiye and 25% of total credit card purchases<sup>5</sup>.

In Türkiye, while the number of debit cards issued surpasses those of credit cards, consumers tend to prefer using credit cards when purchasing online for the convenience of instalment payment choices.

### Fragmented payment landscape.

The challenge for companies looking to serve the Turkish online payment market is that it is relatively localised and fragmented. Local cards and instalments play a pivotal role, but each

local acquiring bank only has access to 'closed loop' cards or instalment plans. This means that each bank can access only a limited network of cards, and that each loyalty program offers instalment plans only in combination with a specific set of cards within its network. Furthermore, these local payment products are available only through domestic acquiring.

Given the complexity of Türkiye's payment landscape, international businesses wanting to provide complete offerings to their Turkish customers need to offer local cards, together with instalments via loyalty programs.

To do this, they require a partner that can help them connect all of these and process payments through all the relevant local acquirers in Türkiye.

# Online payment challenges

Localised, complex, and high cost.



## 1. Limitations on local payment capabilities.

Accessing Türkiye's local card scheme, Troy, as well as, instalments, requires payments to be processed locally, through domestic acquiring banks.

## 2. Low approval rates.

Irrespective of the bank or merchant, issuers treat payment approvals from other countries as riskier transactions. This means payments that are processed cross-border by acquiring banks outside of Türkiye have significantly lower approval rates.

Additionally, all cards are initially disabled for e-commerce transactions in Türkiye. Consumers must enable this feature through a mobile app, online banking, or at a physical branch. Many consumers proactively enable it beforehand. If not enabled, banks send an SMS to cardholders after the first declined transaction, prompting them to enable the service.

However, even if cards are enabled for e-commerce, a separate setting is needed for cross-border transactions. Often, cards are disabled for such transactions, despite being enabled for e-commerce. If disabled, issuers decline these transactions. Thus, processing card payments locally increases the likelihood of approval.

## 3. High cost of cross-border payments.

Businesses often face challenges when making international transactions due to cross-border fees that are charged by payment networks.

## 4. Foreign exchange risks.

Türkiye's annual inflation rate rose to 67% in February 2024, the highest reading since November 2022, fuelled by the Lira's continued decline. Higher inflation rates lead to a highly volatile currency and greater foreign exchange risks<sup>8</sup>.

## 5. Complex business environment.

Setting up an entity in Türkiye can be complex, time-consuming, and expensive, especially when they are unfamiliar with the local language, culture, business practices, and regulations.

Turkish is the official language of the country and is widely used in business. While English is spoken in multinational companies, Turkish is usually required for communication with local business owners, as levels of proficiency in English are low in the country (which ranks number 68 out of 112 countries worldwide)<sup>1</sup>.

Hierarchy remains important in Turkish businesses, and the decision-making process tends to follow a top-down approach. Bureaucratic red tape and ineffective enforcement of regulations add to the complexity of doing business in the country.



# Our solution

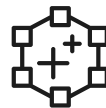
## Smooth market entry.

Worldline has a deep understanding of the Turkish financial ecosystem and regulations, developed through our local partnerships and our own team of in-market experts. This enables you to overcome the complexity of entering this market, while minimising cross-border payment challenges, so you can successfully develop your business in Türkiye. We simplify and accelerate your expansion into the Turkish market by facilitating local payment processing without having to set up a Turkish legal entity. Our full-service cross-border payment solution provides:



### Extensive local payment capabilities.

Offer all local cards, loyalty programs, and instalments to drive audience coverage and conversion.



### Better payment performance.

Boost approval rates through local acquiring and advanced routing capabilities.



### Local processing with lower fees.

Minimise cross-border fees, and process payments locally at the most competitive rates in the market.



### Reduced foreign exchange risks.

Minimise FX volatility with guaranteed rates\* and dynamic currency conversion. Settle funds cross-border in multiple currencies.

\*Guaranteed FX will be available soon.



# Our solution

Local payment coverage.

Worldline provides you with 100% card coverage and access to a full range of instalment plans. We enable you to accept the following local cards and loyalty programs:

## Loyalty programs

Garanti

+bonus card

bankKart  
Combo

advantage

maximum



CARDFINANS

Paraf.

WORLD

## Local cards

troy



# Our solution

Key features and benefits.



Our centralised reporting and reconciliation technology enables you to easily access your data and generate powerful insights.

## Access to local payment products.

Optimise user experience (UX) and conversion by offering popular local payment products, such as Troy cards, and a localised seamless checkout experience.

## Instalments and recurring payments.

Give consumers the flexibility and convenience they need in making payments. Worldline enables you to offer a full range of instalment plans as well as recurring payments.

## Higher approval rates with local acquiring.

Worldline ensures that local transactions are processed via acquirers based in Türkiye and that these transactions are also backed up by acquirers across the globe.

## Lower fees.

Minimise additional fees that arise from accepting crossborder payments, and process transactions at the most competitive rates in the market, to drive overall profitability.

## TRY exchange at a guaranteed rate\*.

For businesses who price goods and services in Turkish Lira (TRY), Worldline provides you with the option to exchange TRY at a guaranteed rate.

## Dynamic currency conversion.

For businesses who price goods and services in EUR/USD, Worldline protects your income from TRY depreciation in the long term, enabling you to reduce FX fees for your customers.

## Cross-border remittance.

Settle funds in your home country in EUR, USD and 20+ major currencies.

## No Turkish entity required.

Minimise time and investment needed to start processing payments from Türkiye. Our solution enables you to process payments locally without the need to set up a local entity.

## Compliance with local regulations.

Stay compliant with strong regulatory restrictions and tax regulations, while staying on top of all government mandates.

## Accessible via a single integration.

Connect to all local card networks through a single API integration, so you don't need to worry about multiple contracts or onboarding processes.

## Data-driven payment technology and teams.

Our centralised reporting and reconciliation technology enables you to easily access your data and generate powerful insights. Additionally, our payment consultants regularly monitor your performance, so we can advise and make necessary changes to your online payments system.

\*Guaranteed FX will be available soon.



# Our solution

Do business like a local.

Supporting expansion into Türkiye is part of Worldline's strategic approach to helping businesses target high-growth markets around the world. We help you address these unique domestic e-commerce ecosystems, which often have barriers to entry that demand specific solutions tailored to local consumer preferences and regulations. Our latest payments solution is targeted at retail, marketplaces, digital, gaming & media, and travel businesses.

Our goal is to help you do business like a local – removing complexity and boosting profitability in the process.



**Contact us at  
[DCmarketing@worldline.com](mailto:DCmarketing@worldline.com)  
or visit [worldline.com/global-collect/turkiye](https://worldline.com/global-collect/turkiye) to learn  
more about our solution.**

## Data sources:

1. Statista; 2. Worldometer; 3. Bankalararası Kart Merkezi (BKM) (Türkiye Interbank Card Centre); 4. Global Data; 5. Anadolu Ajansı; 6. Eticaret (E-commerce and statistics platform of Türkiye government); 7. BBC news; 8. tradingeconomics.com (February 2024).



# About Worldline

Worldline [Euronext: WLN] helps businesses of all shapes and sizes to accelerate their growth journey; quickly, simply, and securely. With advanced payments technology, local expertise and solutions customised for hundreds of markets and industries, Worldline powers the growth of over one million businesses around the world. Worldline generated a 4.6 billion euros revenue in 2023.

[worldline.com](https://worldline.com)

## Corporate purpose

Worldline's corporate purpose ("raison d'être") is to design and operate leading digital payment and transactional solutions that enable sustainable economic growth and reinforce trust and security in our societies. Worldline makes them environmentally friendly, widely accessible, and supports social transformation.



**For further information**  
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