



# Overview of IT Market in Turkey

March 2021

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# Main Categories Yearly Figures

Categories	2015 (USD M)	2016 (USD M)	2017 (USD M)	2018 (USD M)	2019 (USD M)	2020 <sup>5</sup> (USD M)	2021 <sup>5</sup> (USD M)
Devices <sup>1</sup>	1,963	1,913	1,987	1,444	1,784	2,599	2,571
Infrastructure <sup>2</sup>	621	654	687	739	791	886	911
Software <sup>3</sup>	340	407	505	594	706	797	831
<b>IT spendings total</b> <sup>4</sup>	<b>2,925</b>	<b>2,974</b>	<b>3,179</b>	<b>2,777</b>	<b>3,281</b>	<b>4,282</b>	<b>4,314</b>

A) Constant Annual measurement is used for US\$ spending. All values for all years are converted with a single exchange rate in this view, based on the average exchange rate of the base year. This means that year-on-year growth in the Value (Constant Annual) view is not impacted by exchange rate volatility and fluctuation. In the current version the markets are converted to US\$ with 2019 average (5.6836 TL/US\$).

1) Excludes **mobile phone**. Includes **traditional PC** (a general-purpose, single-user machine that is microprocessor based, can support attached peripherals, and can be programmed in a high-level language.), **tablet** (portable, battery-powered computing devices in a slate form factor that do not have a permanently attached keyboard and 2-in-1 device that is designed to function as a standalone slate/tablet as well as a clamshell device comparable to a notebook PC through the addition of a physical keyboard component made specifically for this device.), **PC monitor** (includes all (cathode-ray tube [CRT] and liquid crystal display [LCD]) displays designed for use with personal computers.), and **hardcopy peripheral** (Group of hardware technologies that connect to a computer, digital camera, camera phone, or memory card to capture, print, or view content.).

2) Excludes **telecom equipment**. Includes **server**, **storage**, **IaaS** (provision of basic storage, networks, and servers as a service, as defined by the qualification criteria for a public cloud services offering), and **enterprise network** (hardware purchased by Enterprise customers for the implementation of wired and wireless computer networks, which may be utilized for the transfer of data and voice traffic.).

3) Excludes **application development and deployment**. Includes **applications** (Commercial application software includes commercial, industrial, and technical programs and code-sets designed to automate specific sets of business processes in an industry or business function, to make groups or individuals in organizations more productive, or to support education, or data processing in personal activity.) and **system infrastructure software** (Includes software and SaaS solutions that provide both the basic foundational layers of software that enable bare metal infrastructure hardware resources to host higher-level application development and deployment software and application software and the virtualization and management software used to configure, control, automate, and share use of those resources across heterogeneous applications and user groups.).

4) Excludes IT services and includes extraction of hardware and software markets.

5) 2020 and 2021 data is market forecast.

# Custom Categories 2020 Breakdown

Categories	2020 <sup>13</sup> (USD M)
Traditional PC <sup>1</sup>	1,687
Hardcopy Peripherals <sup>2</sup>	212
PC Monitor <sup>3</sup>	185
Tablet <sup>4</sup>	515
Enterprise Network <sup>5</sup>	390
External Storage System <sup>6</sup>	147
IaaS <sup>7</sup>	94
Volume Server <sup>8</sup>	180
Midrange Server <sup>9</sup>	53
High-end Server <sup>10</sup>	22
Applications <sup>11</sup>	481
System Infrastructure Software <sup>12</sup>	316
<b>IT spendings total</b>	<b>4,282</b>

- 1) A general-purpose, single-user machine that is microprocessor based, can support attached peripherals, and can be programmed in a high-level language.
- 2) Group of hardware technologies that connect to a computer, digital camera, camera phone, or memory card to capture, print, or view content.
- 3) Includes all (cathode-ray tube [CRT] and liquid crystal display [LCD]) displays designed for use with personal computers.
- 4) Portable, battery-powered computing devices in a slate form factor that do not have a permanently attached keyboard and 2-in-1 device that is designed to function as a standalone slate/tablet as well as a clamshell device comparable to a notebook PC through the addition of a physical keyboard component made specifically for this device.
- 5) Hardware purchased by Enterprise customers for the implementation of wired and wireless computer networks, which may be utilized for the transfer of data and voice traffic.
- 6) All enterprise storage systems outside of an application server that meet the definition of "disaggregated" storage. The term disaggregated refers to dedicated storage systems that are built and deployed to provide data persistence and higher-level data services.
- 7) Provision of basic storage, networks, and servers as a service, as defined by the qualification criteria for a public cloud services offering.
- 8) All systems with an average selling value <\$25,000
- 9) All systems with an average selling value of \$25,000 to \$249,999
- 10) All systems with an average selling value of \$250,000+
- 11) Commercial application software includes commercial, industrial, and technical programs and code-sets designed to automate specific sets of business processes in an industry or business function, to make groups or individuals in organizations more productive, or to support education, or data processing in personal activity.
- 12) Includes software and SaaS solutions that provide both the basic foundational layers of software that enable bare metal infrastructure hardware resources to host higher-level application development and deployment software and application software and the virtualization and management software used to configure, control, automate, and share use of those resources across heterogeneous applications and user groups.
- 13) 2020 data is market forecast.

# Main Categories 2024 Forecast

Categories	2024 (USD M)	5-Year CAGR (2019-2024)
Devices <sup>1</sup>	2,306	5.3%
Infrastructure <sup>2</sup>	1,023	5.3%
Software <sup>3</sup>	985	6.9%
<b>IT spendings total<sup>4</sup></b>	<b>4,314</b>	<b>5.6%</b>

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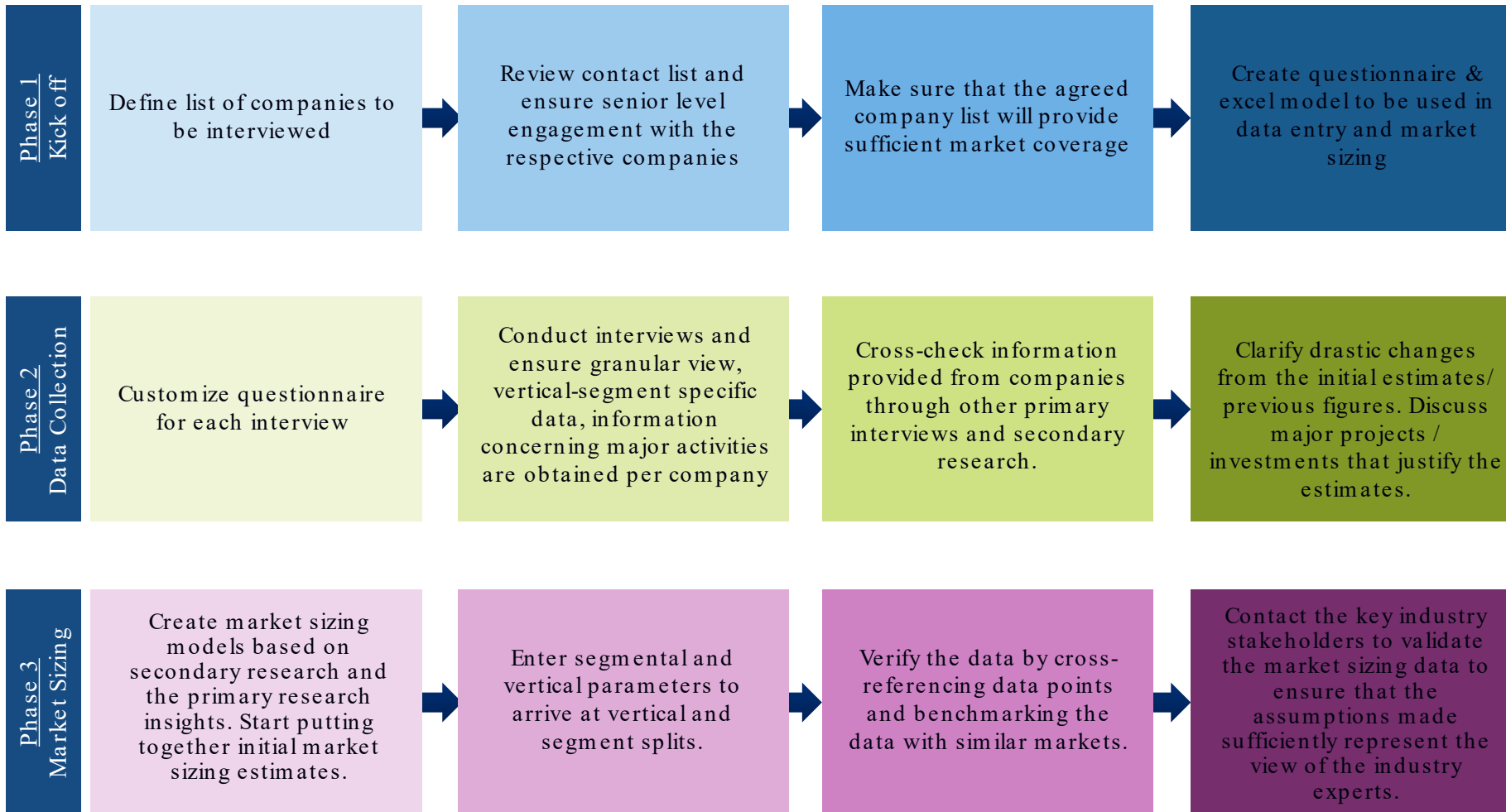
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# IDC's Generic Market Sizing Approach



# About IDC

## Providing Actionable Insights for IT Buyers, Tech Suppliers, & the Investment Community

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. For more than 50 years, IDC has provided strategic insights to IT professionals, business executives, and the investment community to help them achieve their key business objectives.

