



# Izmir in Turkey

July 2023

Table of Contents

## HEADLINES

### CITY SCORECARD

Chart 1 - Izmir City Scorecard Rankings Among 189 Western Europe Cities

### CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2022

### POPULATION

Chart 2 - Key Izmir Population Indicators Compared to Turkey and Western Europe 2022

Chart 3 - Izmir Population Growth Compared to Turkey and Western Europe 2017-2027

Chart 4 - Izmir Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2017-2027

Chart 5 - Izmir Population by Age and Sex 2022

### CONSUMER EXPENDITURE

Chart 6 - Izmir Consumer Expenditure per Capita Compared to Turkey and Western Europe 2017-2027

Chart 7 - Izmir Consumer Expenditure Structure 2022

### DIGITAL CONSUMER

Chart 8 - Key Izmir Digital Consumer Statistics Compared to Turkey and Western Europe 2022

Chart 9 - Digital Consumer Historic Growth and Forecasts in Izmir 2017-2027

### WEALTH

Chart 10 - Izmir Disposable Income per Household Compared to Turkey and Western Europe 2017-2027

Chart 11 - Number of Households by Disposable Income Band in Izmir 2017/2022/2027

Chart 12 - Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Izmir: 2017-2027

### POSSESSION OF HOUSEHOLD DURABLES

Chart 13 - Izmir Household Possession of Kitchen Durables Compared to Turkey and Western Europe 2022: % of Households

Chart 14 - Izmir Possession of Entertainment Electronics Compared to Turkey and Western Europe 2022: % of Households

Chart 15 - Izmir Household Possession of Other Durables Compared to Turkey and Western Europe 2022: % of Households

### ECONOMY

Chart 16 - Izmir GDP per Capita Compared to Turkey and Western Europe 2017-2027

Chart 17 - Izmir Real GDP Growth Compared to Turkey and Western Europe 2017-2027

Chart 18 - Izmir Inflation Compared to Turkey and Western Europe 2017-2027

### LABOUR

Chart 19 - Izmir Labour Indicators Compared to Turkey and Western Europe 2022

Chart 20 - Economically Active Population and Unemployment Rate in Izmir 2017-2022

Chart 21 - Izmir Labour Productivity Compared to Turkey and Western Europe 2017-2022

### TRANSPORT

Chart 22 - Number of Airport Passengers in Izmir 2017-2022

Chart 23 - Automotive Circulation in Izmir 2017-2022

Chart 24 - Izmir Transport Possession Compared to Turkey and Western Europe 2022: % of Households

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/izmir-in-turkey/report](http://www.euromonitor.com/izmir-in-turkey/report).