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**RNCOS Releases a New Report- Turkey Banking Sector Analysis**

*RNCOS has recently added a new Market Research Report titled, "Turkey Banking Sector Analysis" to its report gallery. The research report provides extensive research and rational analysis on the Turkish banking industry.*

**/24-7PressRelease/** - NEW DELHI, INDIA, July 25, 2008 - RNCOS has recently added a new Market Research Report titled, "Turkey Banking Sector Analysis" to its report gallery. The research report provides extensive research and rational analysis on the Turkish banking industry. This report has been made to help clients in analyzing the opportunities, challenges and drivers critical to the growth of banking industry in Turkey.

It gives a brief account of the Political, Economic, Social and Technological environment of the country with respect to its banking industry to better evaluate the forces influencing the industry. Coupled with this, the analytical report details various parameters like assets size, income level etc. of the banking industry to give a rational overview on its future direction.

The forecast given in this report is not based on a complex economic model, but is intended as a rough guide to the direction in which the market is likely to move. The future projection undertaken in this report is done on the basis of the current market scenario, past trends.

**Key Findings of the Report**

- Although debit cards are more in number than credit cards in card ownership but in terms of transactions, credit cards are used more than debit cards.
- The number of bankable households in Turkey is anticipated to grow at a CAGR of 7.09% during 2007-2012.
- Consumer loans increased by 43.67% in the second quarter of 2007 from the first quarter of 2007.
- Credit card market is anticipated to move up at a CAGR of 15% to cross 70 Million cards by 2012 from 2008.
- Total banking assets swelled at a CAGR of 27.7% from 2002 to 2006.
- Deposit banks accounted for more than 95% of banking assets as of June 2007.
- Banking assets in Turkey are expected to surge at a CAGR of 29.70% during 2008-2012.
- Mortgage industry is projected to cross US\$ 50 Billion by 2011 growing at a CAGR of 20.12% from 2008.

**Key Issues & Facts Analyzed in the Report**

- Market analysis of different product segments in the Turkish banking industry.
- Evaluation of current market trends.
- Assets, deposits, and loan concentration by bank group.
- Factors driving growth of Turkey's banking industry.
- Analysis of various challenges and opportunities for the industry.
- Scenario of credit and debit card industry by service providers.
- Analysis of Internet banking by financial and investment transaction both in value and volume terms.
- Evaluation of consumer loan industry ((like home loans and vehicle loans) with segments.
- Number of ATMs and Points of Sale (POS) in the Turkish banking industry.

**Key Players Analyzed**

This section covers key facts along with their financial information of major players, including Garanti Bank, Yapı Kredi, Akbank, Is Bankasi, and Turkiye Vakiflar Bankasi T.A.O, operating in the Turkish banking industry.

**Research Methodology Used**

#### Information Sources

Information has been sourced from books, newspapers, trade journals, and white papers, industry portals, government agencies, trade associations, monitoring industry news and developments, and through access to more than 3000 paid databases.

#### Analysis Method

The analysis methods include ratio analysis, historical trend analysis, linear regression analysis using software tools, judgmental forecasting, and cause and effect analysis.

For more information visit: <http://rncos.com/Report/IM586.htm>

Current Industry News: <http://www.rncos.com/Blog/>

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