



# The sports industry in Türkiye

2025

Today, sports are recognized as an important service sector and have become a profitable tool for advertising and promotion, thanks to the influence of media, particularly sponsorships and advertising.

Sports have transformed into a consumer-oriented sector as a form of entertainment and spectacle, attracting the intense attention of large audiences. At the same time, it has created an attractive economic activity zone for entrepreneurs, generating significant financial flows. Similar to international groups, Turkish companies are increasingly investing in sponsorships (for example, Turkish Airlines is a partner of the UEFA Champions League).

Sports also generate a major industry, both in terms of service and goods production. Investments in the industry are not limited to clubs and athletes but extend to the entertainment industry, media, manufacturing, sports equipment, transportation, construction, merchandising (logos, franchises, souvenirs), food, advertising, and tourism.

The sports sector in Türkiye is constantly evolving, with emerging trends and new opportunities shaping its future. Türkiye has a significant pool of young consumers (over 30% of the population is under 25), creating an expanding market for sports-related products and services.

The country is investing heavily in sports infrastructure, with a budget of USD 2.5 billion allocated for stadium modernization, improvement of multi-sport complexes, and the development of e-sports.

## GENERAL OVERVIEW

Türkiye is positioning itself as one of the most dynamic emerging markets for the sports industry, with an estimated annual growth of 6–8%. In 2023, the sports industry in Türkiye was valued at approximately USD 15 billion, with projected growth exceeding USD 20 billion by 2027.

**TRY 231.9 billion**

Budget allocated in 2025



**16.7 million**

Licensed athletes



**25,877**

Sports clubs



**6,775**

Medals won



**63**

Federations



## Team sports

Football is the major sport in the country, representing a significant market with a large fan base and a strong economic impact. Alongside basketball and volleyball, these three disciplines stand out on the international stage, driving their development and market expansion.



### FOOTBALL

- **3,000** national, provincial, and municipal clubs
- A market of approximately **€800 million**
- **USD 150 million budget** of the Turkish Football Federation (TFF)
- 20 clubs in the 2024–2025 Süper Lig, Türkiye's first football division
- Main revenues come from advertising and sponsorship: Fenerbahçe is the team with the highest advertising revenue (TRY 239 million)



### BASKETBALL

- **16 men's clubs** and an elite women's league
- The Turkish Basketball Federation (TBF) has **480,734 licensed members**
- Total budget of **TRY 1.195 billion** in 2025
- TRY 58.4 million allocated to infrastructure
- TBF revenues come from TV rights and marketing, generating TRY 295 million in 2025, as well as government support, which amounts to TRY 340 million for the same year

## Individual sports

Water sports, equestrian activities, cycling, and athletics are developing each year thanks to the increasing number of participants, improved infrastructure, and growing investments.



### SWIMMING

- **610 Olympic** and semi-Olympic pools (25 located in Istanbul)
- **600,000 private pools**, market ≈ €2 billion
- **5,743 facilities** managing 13,943 pools across the country (hotels, gyms)
- Out of 1,445 swimming sites, 79% are rated "excellent"
- AQUAFUN Türkiye exhibition brought together 320 companies, 168 booths, and 17,519 visitors over 3 days, highlighting the growth of the pool and spa sector



### EQUESTRIAN SPORTS

- **33 equestrian training centers** recorded in 2024
- **7,400 clubs** in total, with 2,684 licensed riders
- 286 ponies and 1,624 horses
- Sponsorship is growing strongly, increasing from TRY 2 million in 2022 to TRY 8.87 million in 2024
- Funding for international competitions reached TRY 5.4 million in 2023, and TRY 2.2 million was allocated for preparation for the Paris Olympics



### CYCLING

- Growth of bike-sharing programs in several cities (**1,500 bikes across 140 stations in Istanbul**)
- **İzmir**, integrated into the **EuroVelo network**, added 500 km of coastal bike lanes in 2019
- **Konya has 400 km of bike lanes** and hosts Türkiye's first Olympic velodrome
- In 2024, the Gran Fondo (a series of amateur cycling races) gathered 3,760 participants across 10 races in 7 cities
- A total of **1,700 km of bike lanes are planned**, including 1,000 km funded by the government under the 2022–2027 urban plan



### ATHLETICS

- In 2024, Türkiye participated in **136 international competitions** and invested between TRY 11.8 and 15.6 million from 2022 to 2023
- **7,400 clubs** and **341,000 licensed athletes**
- The number of tracks increased from 12 in 2002 to 56 in 2024, including 26 certified as "Class 2," ranking Türkiye 1st in Europe and 2nd worldwide. The country also has 2 "Class 1" tracks in Istanbul and İzmir

## Fitness & recreational sports

The sector is supported by the growing number of members, generated revenues, and facilities. Among all disciplines, digital fitness recorded the highest growth between 2020 and 2025. The fitness equipment market is expected to generate approximately €1 billion in revenue in 2025, with a compound annual growth rate of 9.73% between 2025 and 2029.

<b>18.2%</b> Revenue growth of the fitness services market over 5 years	<b>4.1%</b> Growth in the number of facilities over 5 years	<b>&gt; 2,000</b> Fitness centers, mainly concentrated in Istanbul and Ankara.	<b>12.3%</b> Revenue growth of fitness centers over 5 years	<b>23.7%</b> Revenue growth of the digital fitness market over 5 years
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## Sports tourism

Sports tourism plays a key role in Türkiye’s economy. Türkiye is becoming a must-visit destination for water sports, skiing, and golf. The sector benefits from significant investments to further develop its infrastructure but remains dependent on imported equipment.

### WATER SPORTS

- Diving, canoeing, kayaking, windsurfing, kiteboarding, and rafting are experiencing growing interest among both foreign tourists and locals.
- Scuba diving, in particular, is becoming one of the most popular water sports. Numerous diving sites are accessible along the coastline, which stretches over 200 km.
- İzmir is the most popular city for water sports, with around 80 companies specializing in underwater and surface activities.
- In 2023, Türkiye imported €143 million worth of water sports equipment, representing approximately 38% of the total.
- Exports of sports equipment reached €501 million, of which only 9.9% consisted of water sports equipment.

### GOLF

- The Belek region is a true hub for golf, featuring 18 courses and a capacity of 50,000 beds, allowing it to host 2 million tourists annually. The sector is boosted by an annual golf tournament sponsored by Turkish Airlines.
- In 2024, golf bookings increased by 15%, strengthening Belek’s position among the top golf destinations in Europe.
- Each year, approximately 12,000 British golfers choose Belek for their stay.
- In 2023, Türkiye imported €477,529 worth of golf equipment and USD 2.04 million in golf carts and exported €43,830 and USD 37,700 in spare parts.
- The golf ball market is in surplus, with €2.7 million in exports compared to €0.5 million in imports.

### SKIING

- 60% of Türkiye’s territory is mountainous, with snow cover lasting 4 to 6 months per year.
- There are 180 ski slopes; the Kayseri resort was selected in the prestigious EDEN (European Destinations of Excellence Network) ranking, organized by the European Commission.
- The Turkish Ski Federation plans to invest €48.5 million, in collaboration with French expertise, to modernize and promote winter sports infrastructure.
- In 2023, Türkiye imported €105,216 worth of skis and equipment and exported €46,882.

### AERIAL ACTIVITIES

- A major tourist attraction, especially paragliding in the Fethiye/Babadağ region, which recorded 233,314 flights in 2023.
- In 2024, 933,000 tourists participated in hot air balloon flights, with over 80% in the iconic Cappadocia region.
- The commercial market in these sectors remains limited and is marked by dependence on imports.
- In 2023, Türkiye imported €7,540 worth of parachutes and accessories and €1,043 of hot air balloons, while exports amounted to only €400.



2024

A historic year for Turkish sports



- At the Paris 2024 Olympics, Türkiye won a total of 8 medals, including 3 silver and 5 bronze.
- 94 Turkish Paralympic athletes earned 28 medals, setting a new record in Türkiye’s Paralympic Games history.
- Turkish national team reached the quarter-finals during the 2024 European Football Championship.



## Production & distribution of sports equipment

Türkiye is a recognized player in textile production, with a sector turnover of **USD 36 billion**, and is notably one of the largest exporters of sportswear, primarily to Europe. The production of sports equipment is also expanding, with a projected growth of +9.5% up to 2029.

**12<sup>th</sup>**  
World's largest exporter of sportswear in 2023

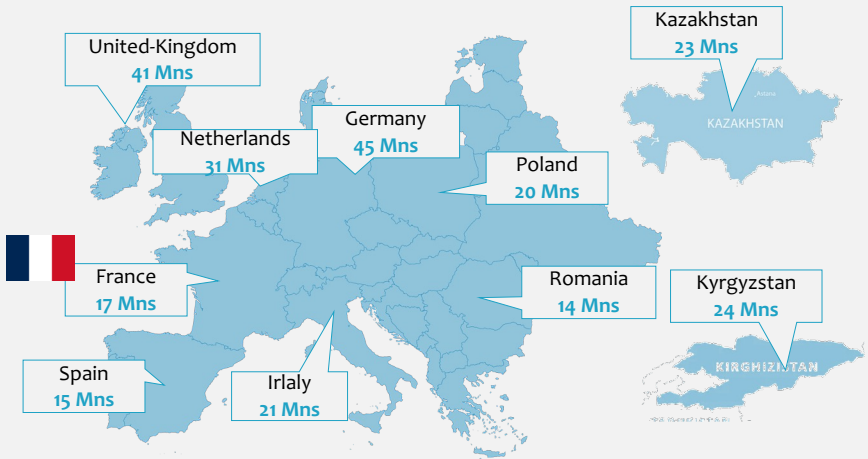
**USD 280.6 million**  
Revenues from the sportswear and swimwear market

**EUR 162.7 million**  
Turnover of the sports goods manufacturing sector

**60%**  
Of production exported to 175 countries

### Main export clients

- Europe remains the main client.
- Germany leads with USD 45 million in exports in 2023.
- Exports to the Netherlands increased significantly, recording a 31.8% rise in 2023.
- Türkiye is the 8th largest supplier of sportswear to France, with exports growing by 127.8% between 2018 and 2022.



Many sports brands collaborate with Turkish manufacturers to produce some of their sportswear and footwear.

Puma collaborates with the shoe manufacturer Urgan, which has a 15,000 m<sup>2</sup> factory with an annual production capacity of 1.8 million pair of shoes.

Lacoste, represented by Eren Holding since 1990, outsources its textile production and operates 45 stores accross Türkiye

Türkiye accounts for 26% of Adidas's global production of sports accessories, including textiles and other sports goods.

The world's largest smart factory is located in Türkiye, covering an area of 65,000 m<sup>2</sup>

The brand collaborates with 5 factories in Türkiye

The brand outsources its textile production in Turkey

Sketchers quickly localized its R&D, designi and shoe production activities in Türkiye.

The distribution channels for sports products have multiplied in recent years.

Many brands operate their own stores and are also distributed through specialized shops as well as e-commerce platforms.

**SPORTIVE** 1,000 points of sale across Türkiye

**sporjinal** 26 stores, totaling 3,000 m<sup>2</sup> nationwide

**DECATHLON** Turnover of TRY 77 billion, 34 million products sold in 2023, 47 stores  
21.4% of products on shelves are locally manufactured

Local brand with **74 stores and 80 points of sale**; annual production capacity of 1.2 million pairs of sneakers, 2 million garments, and 500,000 accessories

**IN STREET** Turkish chain of stores specializing in sneakers and sportswear (FLO Group). Launched in 2014, the chain has over 150 stores in Türkiye with an international presence (Uzbekistan, Azerbaijan, Cyprus, Ukraine, Georgia)

## Key growth segments



- Türkiye is the largest e-sports market in the Middle East, with an estimated audience of **5 million regular viewers**.
- The competitive **video gaming sector** records an **annual growth of 35%**, attracting sponsors and investors.
- Since the creation of its first team in 2003, Türkiye has seen the emergence of numerous organizations, including Eternal Fire, ranked 7th worldwide on HLTV in 2025. Two Turkish teams, BBL Esports and FUT Esports, are partners of Riot Games' VCT EMEA league, and the country has its own VALORANT Challengers League.
- Several major football clubs, including Galatasaray, Fenerbahçe, and Beşiktaş Esports, **have high-performing e-sports divisions** on both the national and international stages.



- The **online sports** class market in Türkiye is rapidly expanding, driven by **increased internet penetration and a young, connected population**.
- In Türkiye, major players in the fitness sector, such as MACFit, have adopted digital platforms to offer online services to their clients.



- **Women's sports** are experiencing remarkable growth, highlighted by outstanding performances on the international stage.
- In 2023, the national women's volleyball team won its first major title by claiming the European Championship.
- Out of 551 medals won at world championships, 337 were earned by women (61%).
- The inclusion of women in sports is also reflected through various advertising campaigns (Bioderma, Orkid, etc.).

## Infrastructure projects



- In the seismic zone, the government has completed and put into service a total of 29 youth and sports facilities, including 1 athletics track, 10 football fields, 10 youth centers, 1 Olympic pool, 2 semi-Olympic pools, 4 gyms, and 1 tennis court. Furthermore, in the earthquake-affected provinces, tendering and project development works are ongoing for the construction of 3 youth centers, 1 football field, 1 gym, and 1 synthetic football field.
- In line with the new urban plan, 123 sports and youth facilities are planned across 11 provinces.



- On May 28, 2024, the Turkish Football Federation launched a Solar Energy System (SES) project along with an Energy Performance Contract (EPS) model aimed at establishing a solar power plant to provide vital economic support to Turkish football clubs.
- This project aligns with a broader trend of eco-responsibility in sports, similar to several European leagues adopting similar solutions to reduce their ecological impact while ensuring more efficient financial management.

## Opportunities

- Sports participation is evolving: 55% of Turks report engaging in regular physical activity, up from 40% in 2015, with 20 million people actively practicing.
- Public authorities are working to expand sports infrastructure.
- Türkiye's local sports equipment manufacturing sector benefits from competitive costs and a skilled workforce, facilitating exports to Europe and the Middle East.
- The expansion of sports franchises presents an opportunity for international brands wishing to open gyms and specialty stores in Türkiye's growing market.
- Sports tourism is also a key growth sector, attracting many foreign visitors for sporting events, training camps, and fitness-focused facilities.
- Digitalization and new technologies are in high demand, particularly for innovative solutions such as online coaching, connected devices, and fitness applications.
- The sports textile market is experiencing significant growth, driven by increasing interest in technical and eco-responsible apparel, meeting the expectations of consumers concerned with performance and sustainability.

### Upcoming international sports events

**EURO 2032**  
In Italy & Türkiye

**European championship**  
Coastal, Offshore, and Beach  
Sprint Rowing, 2025 Istanbul

**10th Kickboxing World  
Championship**  
2025 Istanbul

**Mediterranean Games**  
2027 İstanbul

**Formula 1 Grand Prix,  
EuroLeague Basketball &  
International Marathons**