



The data center market in Türkiye

May 2026

Against a backdrop of rapid growth in digital usage (cloud computing, artificial intelligence, 5G, e-commerce), demand for data infrastructure is experiencing sustained growth on a global scale.

Türkiye is emerging in this landscape as a particularly attractive market, combining a strategic location at the crossroads of several major economic zones, the rapid digitalisation of its economy, and a strong political commitment to developing a competitive technology ecosystem.

This momentum is making the country an emerging hub for regional data flows and an investment landscape currently taking shape. Türkiye's appeal thus rests on the convergence of key factors: rapidly expanding local demand, a growing role in international digital trade, and public incentive schemes promoting investment in critical infrastructure.

In this context, opportunities exist at several levels: the development of new data centre capacity across the country, the improvement of connectivity infrastructure to support the rise in usage, and the roll-out of advanced digital services, particularly in the cloud and artificial intelligence.




Still in a growth phase, the Turkish market thus offers significant potential for players wishing to position themselves within a rapidly expanding regional ecosystem.

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OVERVIEW OF THE MARKET

Although the Turkish data center market remains modest in value worldwide, it is characterized by a particularly strong growth dynamic and positions itself strongly in the Near and Middle East region. Estimated at about USD 700 million at the end of 2025, the data center market is expected to reach USD 1.8 billion by 2030.

2025	# data center in operation	Installed capacity MW	Market revenue
	83	+300 MW	≈ USD 700m
	11,350	+122 GW	≈ USD 300m
	3,596	+11 GW	≈ USD 90m

In addition to the 83 active centers :

- 8 data centers are currently under construction
- +30 in the pipeline

- **Istanbul : 65-80% of national capacity**
- presence of major telecom operators
- international connectivity
- concentration of companies and digital services

Expected growth in production capacity in MW



Expected annual value growth :

+15 % to reach a market size of USD 1.8 billion by 2030



Major ongoing projects

Türkiye is expected to invest USD 10 billion in data centers and artificial intelligence by 2030.



ISTANBUL

EQUINIX – Opening in **2024** of the **IL4 data center**, the group's second site in Türkiye, designed to support **cloud** and **AI applications**.

TURKISH AIRLINES – Internal data center project (2026) within the **Istanbul Airport technology complex** designed to support the group's operational systems. Commissioning expected in **2027-2028**.

NATIONAL

TURKCELL & GOOGLE launch of a partnership worth approximately **USD 3 billion** to develop Türkiye's **first hyperscale cloud region**. Commissioning expected **from 2028**.



ANKARA

KHAZNA - “**AI-ready**” data center project (**2025**), currently under development, with capacity of up to **100 MW**.

TRENDYOL – Construction of a **USD 500 million Tier III data center**, currently under development, with commissioning scheduled for **Q3 2026**.

MAJOR PLAYERS

Data centers in Türkiye are managed by three types of players :



GROWTH DRIVERS

The rapid digitalization of Türkiye's economy is leading to a sharp increase in data volumes, fueling demand for greater processing and storage capacity.

This momentum is driven by several technological factors...



Cloud computing

Turkish companies and public administrations are increasingly adopting cloud solutions to improve the flexibility and security of their IT infrastructure.



Artificial intelligence

The development of AI and data analytics applications requires infrastructure capable of supporting high computing workloads.



5G and edge computing

The deployment of advanced mobile networks and real-time digital services is increasing the need for distributed computing capacity to reduce latency and improve service performance.



Internet of Things (IoT)

The growing number of connected devices is generating increasing volumes of data, driving demand for storage and processing capacity.

... and regulatory.

Personal data protection

The Turkish **KVKK** law aims to protect privacy and imposes strict obligations on organizations regarding **security and transparency in data processing**.

International data transfers

International data transfers are subject to **specific requirements**, including contractual safeguards or adequacy decisions.

Specific sectoral requirements

In certain regulated sectors, especially financial services, sector-specific requirements apply to ensure the **security of IT infrastructure**.

HIT – 30 PROGRAM

Launched in July 2024, Türkiye's **HIT-30 Program (High-Tech Investment Program)** is the country's most ambitious technology investment incentive scheme to date.

In October 2025, a dedicated call for data center projects was introduced, mobilizing USD 1.5 billion in support for infrastructure projects that meet specific eligibility criteria.



USD 30 billion

total funding envelope by 2030



Incentives

Tax breaks, direct grants & business development support

USD 1.5 BILLION IN SUPPORT FOR DATA CENTERS

Eligibility criteria

Types of support



Have a minimum IT capacity of **30 MW**



Integrate at least **50%** AI-compatible hardware



Achieve a PUE of **1.4** or lower



Integrate with large-scale cloud or AI service platforms



Tax deductions or exemptions of up to **50%**



Energy support of up to **10%** of the investment value



Land allocations



Employment support



Public procurement guarantees



Financing

A NATIONAL AMBITION TO MAKE TÜRKİYE A GLOBAL HUB FOR DIGITAL TECHNOLOGY AND ARTIFICIAL INTELLIGENCE

TODAY
approximately
120 MW



HIT-30 TARGET



2030
1 GW
of total capacity








OPPORTUNITIES

Türkiye's attractiveness as a destination for digital infrastructure investment is supported by several factors:



Several segments present strong growth opportunities for foreign companies:

 <p>Construction & development of data centers</p> <p>Demand for expertise in :</p> <ul style="list-style-type: none"> • engineering • Hyperscale data center design • Complex project management • Project finance <p>1</p>	 <p>Cybersecurity and data management</p> <p>Solutions in demand :</p> <ul style="list-style-type: none"> • data protection • cybersecurity • Regulatory compliance <p>4</p>
 <p>Software and operational optimization</p> <p>Technology segments :</p> <ul style="list-style-type: none"> • DCIM • Energy monitoring • automation <p>2</p>	 <p>Critical electrical equipment</p> <p>Opportunities in :</p> <ul style="list-style-type: none"> • UPS • generators • batteries • power distribution <p>5</p>
 <p>Cooling solutions and energy efficiency</p> <p>High-growth segments :</p> <ul style="list-style-type: none"> • liquid cooling • free cooling • thermal optimization <p>3</p>	 <p>Industrial partnerships and joint ventures</p> <p>Market entry strategies :</p> <ul style="list-style-type: none"> • JVs with telecom operators • Cooperation with local developers • Industrial partnerships <p>6</p>

Upcoming event to discover



Data center Eurasia

7-10 October 2026

Istanbul Expo Center (IFM)

Event dedicated to data center infrastructure, bringing together key industry players across energy, cooling, cloud, and advanced technologies, while fostering business opportunities and international partnerships.

Advantis provides tailor-made operational solutions to help secure and sustain your growth in Türkiye, whatever your needs.



Analyze the market



Export



Sourcing



Recruit



Setup



Specific need



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