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Türkiye's Mobile Gateway

The economic impact of Google Play and Android

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Introduction

Google Play and Android connect the Turkish public to apps they use everyday as well as cutting-edge AI tools, while helping local developers reach a global audience. By pairing an open platform with secure devices and distribution, the ecosystem builds essential consumer trust, in turn helping developers scale their revenue and drive growth in the Turkish tech sector.

As of 2025, over 3,300 app and game businesses based in Türkiye were active on Google Play, collectively bringing nearly 12,000 apps to the market. Türkiye has produced more gaming unicorns than any comparable economy, with three of its eight unicorns coming from the mobile gaming sector.



Driving national economic impact

The Play and Android ecosystem is a significant driver of economic activity in Türkiye, supporting jobs and revenues across a developer community that has demonstrated a remarkable ability to build products with global reach. While gaming has been a standout beneficiary, the ecosystem's impact runs much wider, underpinning growth across e-commerce, fintech and the gig economy.

₺50bn

In 2025, the Play & Android economy generated **₺50 billion in revenue for developers in Türkiye,** and helped anchor a wider mobile economy worth **₺2 trillion** including revenue generated in sectors such as e-commerce, digital media and the gig economy.

₺360 billion

Play and Android developers in Türkiye and the broader m-commerce industry have contributed **₺360 billion**, equivalent to **0.66% of Turkish GDP.**

93k

The Google Play app ecosystem has enabled the creation of **93,000 direct, indirect and spillover jobs** in Türkiye.

₺2.8 trillion

Over the next five years, we estimate that the revenue generated by the Play and Android ecosystem through direct and indirect channels could increase by **40%** to **₺2.8 trillion by 2030.**

Enabling innovation in the AI economy

AI is rapidly reshaping the capabilities of mobile devices and the productivity of app developers across Türkiye. A young, tech-savvy population and a deep pipeline of engineering talent means Türkiye is well placed to seize the opportunities that AI-powered development tools are creating. For users, AI is increasingly embedded in everyday mobile experiences, helping them save time, learn new skills and interact more intuitively with technology.

₺230,000

On average, we estimate that AI tools could make Play and Android developers **33%** more effective each year, the equivalent of an **additional ₺230,000 in earnings** per developer.

4 hrs/wk

On average, Android users estimated that they had **saved 4 hours a week** using AI tools on their device to complete basic tasks more quickly.

83%

83% of people say that smartphones are the main device they use to access AI.

HubX: Cutting Through the Noise

"Looking ahead, the number of new apps on Google Play is expected to continue growing at a strong pace. With AI making development more accessible, building and operating apps is becoming easier for more people. That also makes Google Play's role increasingly important in helping users discover high-quality experiences. As a developer, you need to cut through the noise: spam apps, duplicate apps, low-quality apps. Google Play is already moving in this direction, benchmarking app metrics, measuring user satisfaction, and flagging developers when their app isn't delivering, which builds strong consumer trust. From safety standards to quality signals and user satisfaction metrics, Google Play has been taking meaningful steps to surface trusted apps and reduce low-quality or duplicate content. I believe that focus on quality and safety plays a big role in maintaining user trust in the ecosystem."



Kaan Ortabaş

Founder of HubX, a local technology hub building next-gen mobile applications



Ensuring safety and security

As mobile commerce grows rapidly in Türkiye, consumer trust in digital platforms has never been more important. Android and Google Play's multiple layers of protection, from app vetting to on-device security, provide the foundation that trust is built on.

83%

83% of Android users say they feel more confident to try a new app if it is available on the Play Store. **A sense of safety** on Play is driving discovery, with **85%** of users reporting using Play to discover new apps.

71%

71% of Android users feel their device's security features keep their **phone and information safe**.

65%

65% of Android users feel confident that features like remote locking and data removal will keep their phone and information **safe in the event of theft or loss**.

76%

76% of parents in the Türkiye say that Android's parental control features make them **more confident about their child's smartphone use**.



Helping create better societal outcomes

Türkiye's e-Devlet app consolidates hundreds of public services — from tax filing to health appointments to vehicle registration — into a single platform used by tens of millions of citizens. As more of civic life moves through a single app, access to a trusted app store becomes essential. Android's affordable device model ensures this access extends well beyond major cities across a country of 85 million people.

50 days

91% of people in Türkiye say their Android phone is one of the main ways they access digital public services. E-government apps alone **save Play users 50 working days** of time they would have spent on admin and travel each year.

₺670 billion

By providing access to a wide range of apps at no extra cost, Google Play delivers **₺670 billion in annual consumer surplus***, effectively acting as an annual 'digital dividend' of **₺17,000 per household.**

₺52k

By providing high-quality smartphones at a lower price point than alternatives, Android saves the average Turkish household **₺52,000 in upfront costs.**

81%

81% of people in Türkiye say they use **mobility and assistance** tools on their Android devices.

*Refer to the methodology note for the definition of consumer surplus