

The automotive aftermarket sector reached a market size of 9 billion USD in 2025

Automechanika Istanbul, in its 25th year, is preparing to shape the sector's transformation and boost export capacity.

Istanbul, 18.02.2025. – The total market size of Türkiye's automotive aftermarket products and services sector is estimated to have reached approximately USD 9 billion in 2025. According to Ali Özçete, Chairman of the Automotive Aftermarket Products and Services Association (OSS), following a year in which cost management and financial discipline came to the forefront, a gradual recovery in domestic demand and an acceleration in sectoral transformation are expected in 2026. Özçete emphasized that the high average age of the vehicle fleet, the increase in electric and hybrid vehicles, and ongoing digitalization will continue to support the aftermarket. He also highlighted that Automechanika Istanbul, as a strategic meeting point for the sector, provides an important platform for Turkish companies to establish new business connections and gain greater visibility in global markets.

Türkiye's automotive aftermarket sector operates through a broad service network consisting of manufacturers, wholesalers/retailers, and service providers across both major automotive production regions and the entire country. With its 256 member companies, OSS contributes significantly to the development of the sector. Evaluating 2025 as a cautious yet balanced year, Özçete noted that cost management, access to finance, and cash flow were among the most critical agenda items throughout the year. Expressing more positive expectations for 2026, he emphasized the importance of Automechanika Istanbul—one of the most significant platforms where the Turkish automotive aftermarket sector is showcased internationally—which will be held for the 25th time this year. Özçete stated: "Under the motto of 25 years of leadership in the automotive aftermarket, Automechanika Istanbul 2026, which will be held on 19–22 May at the Tüyap Fair and Congress Center in cooperation with Messe Frankfurt Istanbul and Hannover Fairs Turkey, will make significant contributions to the development and international recognition of our sector."

Cost management, access to finance and cash flow shaped the agenda in 2025

Özçete stated that 2025 was not a year of rapid growth but rather a period where resilience and financial discipline came to the forefront: "The agenda of 2025, which was cautious yet balanced for our sector, was mainly shaped by cost management, access to finance and cash flow. Although there was a limited contraction in the domestic market in USD terms, companies largely managed to maintain their operational capacities, employment levels and export connections. Looking at the market size, we estimate that Türkiye's automotive aftermarket

reached approximately USD 9 billion as of 2025. This includes spare parts, maintenance and repair services, equipment, as well as new service areas related to electric vehicles.”

“The continuity of maintenance needs and the development of digital sales channels support the sector”

Özçete stated that the high average age of the vehicle fleet, continuous maintenance needs and the development of digital sales channels continue to support the sector: “For this reason, although growth remained controlled in 2025, our sector preserved its structural strength and potential. While cost management and financial discipline were more prominent last year, we expect a gradual recovery in domestic demand and more balanced growth in 2026. The high average age of the vehicle fleet, the continuity of maintenance and repair needs, and the increase in electric/hybrid vehicles will continue to support the sector. In addition, the warranties of 1,232,635 new vehicles sold in 2023 will expire as of 2026, which will increase the number of vehicles entering the aftermarket. We expect this to have a positive impact on the sector. We consider 2026 as a year in which growth and sectoral transformation will accelerate. In this process, we aim not only to increase turnover, but also to expand the share of value-added product groups, achieve a stronger position in export markets, improve our digital sales and logistics infrastructure, and enhance technical expertise, particularly in electric vehicles.”

The sector will focus on three main trends in 2026

Özçete underlined that three main trends are expected to stand out in the aftermarket sector in 2026: “Firstly, the high average age of the vehicle fleet will continue to keep maintenance and repair demand strong. Secondly, the increase in electric and hybrid vehicles will accelerate technical transformation; services related to batteries, software and high-voltage systems will gain greater importance. Thirdly, digitalization will be a decisive factor. E-commerce channels, data-driven inventory management and technology-supported service solutions will provide a competitive advantage. From this perspective, 2026 will be a year where growth, adaptation to technology, efficiency and value-added services come to the forefront.”

“Automechanika Istanbul has provided a strong foundation for the sector for 25 years”

Özçete emphasized that Automechanika Istanbul, one of the most important global meeting points of the aftermarket industry, holds a special place in the sector: “Over the past 25 years, Automechanika Istanbul has created a strong foundation for our manufacturers, distributors and service equipment companies to enter new markets, establish export connections and increase brand awareness. Today, the fair has evolved into a strategic platform showcasing the sector’s transformation areas, particularly electric vehicle technologies, digitalization and sustainable product groups. In this special year, we expect the fair to increase international participation, expand high-quality business meetings and contribute to Turkish companies achieving a stronger global position in value-added product segments. The 25th anniversary of Automechanika Istanbul is both an important milestone reflecting the level our sector has reached and a source of pride for our country. As one of the world’s largest trade fairs, Automechanika Istanbul makes an undeniable contribution to the development and international recognition of the sector in Türkiye.”

“Companies focus on developing new partnerships and increasing export capacity”

Özçete stated that they will continue to support Automechanika Istanbul, which provides a strong platform for companies to expand into new markets, establish export connections and increase brand awareness: “The fair increases high-quality B2B meetings thanks to its international visitor profile. Especially for export-oriented companies, it offers a critical platform for new distributorship agreements and access to alternative markets. Among the main priorities of participants at Automechanika Istanbul 2026 are export and new market development. In addition to European markets, companies are focusing on establishing new collaborations in regions such as the Middle East, Africa and Central Asia. Spare parts and service equipment for electric and hybrid vehicles, software-supported solutions and next-generation maintenance technologies are expected to stand out at the fair. Digitalization and sustainability will also remain key elements that enhance the sector’s competitiveness. Data-driven inventory management, e-commerce integrations and environmentally compliant production processes will be among the key focus areas for increasing competitiveness. In summary, this year’s participation will focus not only on showcasing products, but also on developing new partnerships, increasing export capacity and implementing technological transformation in the field.”

Automechanika Istanbul
19 – 22 May 2026, Istanbul TUYAP Fair and Congress Center

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