

METHODOLOGY

Türkiye's Best Employers 2026

Aim, data, evaluation and result

statista 

in collaboration with

Forbes TÜRKİYE



For the first time, Forbes Türkiye and Statista have identified the best employers in Türkiye

Key points of the ranking



Relevance of the ranking

Turkey's labor market has become **increasingly crowded and competitive**, especially in major hubs like Istanbul, Ankara, and Izmir, where much skilled talent and many employers are concentrated. This competition intensifies the importance of strong employer branding as companies fight for visibility and credibility in a market shaped by digital transformation, shifting worker expectations, and significant demographic dynamism. In a market where unemployment is moderate (8–10%)⁽¹⁾ but **skills mismatch and tech talent shortages persist**, employer branding helps companies stand out as employers of choice.



Executive Summary

- **Ranking title:** Türkiye's Best Employers 2026
- **Media:** Forbes Türkiye
- **Edition:** 1st edition
- **Number of awarded companies:** 400
- **Methodology:** Survey
- **Criteria for determining ranking placement:** personal recommendation from employees and public perception from other employees within the industry

Türkiye's Best Employers highlights companies that demonstrate a strong commitment to creating positive and inspiring workplaces

Ranking's cornerstones



Summary

Türkiye's Best Employers 2026 have been identified in an independent survey from a vast sample of Turkish employees working for companies employing **at least 250 people** within Türkiye.

The survey was conducted using an **open survey on forbes.com.tr** and **several online access panels**, providing a representative sample of the workforce employed by a multitude of different organizations. Participation was **anonymous**, allowing employees to openly state their opinion, without the influence of their employer. Each respondent was asked which firm or institution he or she works for in an open-ended question with an autofill option. The survey was conducted based around companies **from all sectors** with more than 250 employees in Türkiye. In total, the survey took an average of 8-10 minutes to complete. Over **200,000 employer evaluations** were considered.

The final score is based on two types of evaluations: **personal recommendation** (the willingness of employees to recommend their employer) and **public recommendation** (the willingness of employees to recommend other employers from the industry in which they are currently employed), with a higher weighting for direct recommendation.

The **400 companies** receiving the highest total scores are awarded as "Türkiye's Best Employers 2026."

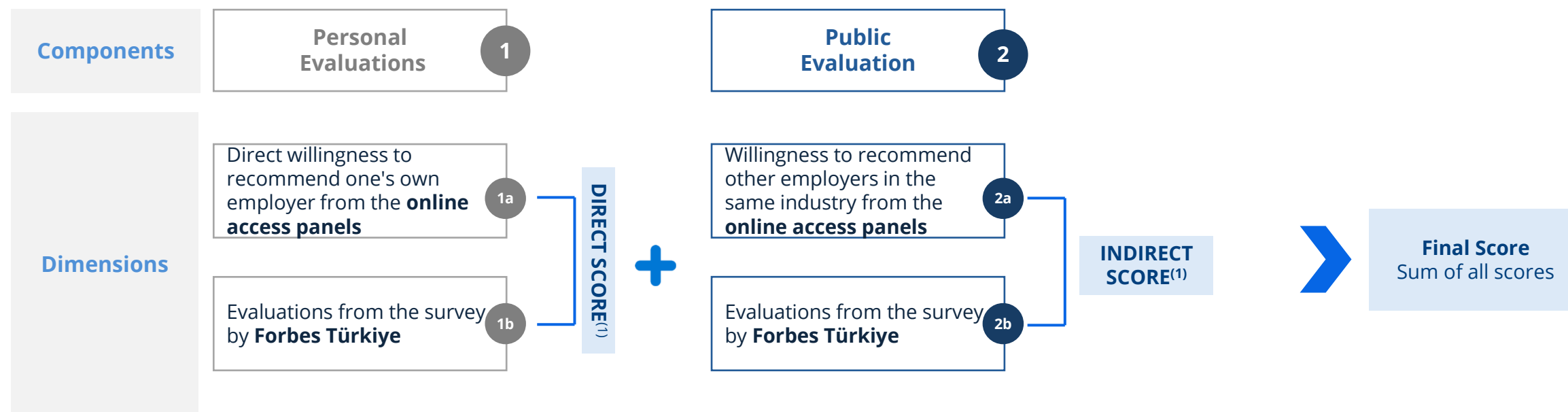
Türkiye's Best Employers follows the following approach

Data-based results



The score is based on two components: **1) Personal recommendations** and **2) Public recommendations**

Scoring Modell



Overview of industries

Each company grouped by industry

1. Aerospace, Defence, Manufacture of Transport Equipment
2. Automotive (Producers and Suppliers)
3. Banking and Financial Services
4. Business Products & Software Services
5. Clothing and Accessories, Sports Equipment (Manufacturing and Retail)
6. Construction
7. Consulting and Accounting
8. Drugs and Biotechnology
9. Education & EdTech
10. Energy & Utilities
11. Engineering, Manufacturing
12. Food, Soft Beverages, Alcohol and Tobacco
13. Healthcare (Social)
14. Insurance
15. IT, Internet, Software and Services
16. Manufacture and Processing of Materials, Metals and Paper
17. Media and Advertising
18. Oil and Gas Operations, Mining, and Chemicals
19. Packaged Goods
20. Restaurants
21. Retail
22. Semiconductors, Electronics, Electrical Engineering, Hardware
23. Telecommunications Services, Cable Supplier
24. Transportation & Logistics
25. Travel and Leisure
26. Wholesale
27. Holdings/ Conglomerates