

Apparel Accessories in Turkey

Market Direction | 2023-01-09 | 20 pages | Euromonitor

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Report description:

The "lipstick" effect continued to exert an influence on the purchase of apparel accessories in 2022. When faced with an economic crisis, many female consumers are more willing to buy less expensive goods like apparel accessories. Therefore, despite the soaring rate of inflation, and subsequent decline in purchasing power, some consumers continued to buy apparel accessories for retail therapy reasons, as well as to create a new look without splurging on a completely new outfit. Demand for these...

Euromonitor International's Apparel Accessories in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Apparel Accessories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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APPAREL ACCESSORIES IN TURKEY

KEY DATA FINDINGS

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The "lipstick" effect sustains demand for apparel accessories, with scarves leading the way

Falling demand for other apparel accessories, while ties suffer from casualisation of dress codes

Local company LC Waikiki continues to lead sales

PROSPECTS AND OPPORTUNITIES

Sluggish growth predicted, in view of the casualisation of work dress codes

Scarves to see a growing demand for international, premium brands, but domestic players will continue to court price-sensitive consumers

E-commerce will remain popular as consumers return to busy lifestyles

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