

Childrenswear in Turkey

Market Direction | 2023-01-09 | 19 pages | Euromonitor

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Report description:

Compared to menswear and womenswear, childrenswear saw a better performance in volume terms in 2022. Despite challenging economic conditions, parents still needed to purchase new childrenswear to replace existing, outgrown clothing. Moreover, parents in Turkey are often more inclined to prioritise the needs of their children, rather than buying clothes for themselves. Within childrenswear, baby and toddler wear was a key driver of performance, as infants frequently outgrow their clothing and req...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- * Get a detailed picture of the Childrenswear 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.

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Parents prioritise the needs of their offspring, with teenagers being a key area of focus

Continued focus on sustainable childrenswear

Internet sales remain important

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Organic childrenswear will address parents' environmental and safety concerns

Bright future for licensed products as local offerings join global licenses in the category

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