

Jeans in Turkey

Market Direction | 2023-01-09 | 24 pages | Euromonitor

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Report description:

Demand for jeans remained static in 2022, with volumes remaining well below pre-pandemic levels. During the pandemic, consumers grew used to wearing more comfortable, loose fitting clothing, such as jogging bottoms with elastic waistbands, as well as garments in softer fabrics, which had a detrimental effect on sales. As consumers returned to the workplace and social activities, the trend towards more comfortable clothing helped to shape demand in jeans, with consumers looking for more relaxed a...

Euromonitor International's Jeans 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: Economy Jeans, Premium Jeans, Standard Jeans, Super Premium Jeans.

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

Why buy this report?

- * Get a detailed picture of the Jeans 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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Women demand greater comfort in jeans, but skinny styles prevail

Manufacturers respond to growing demand for more sustainable collections amongst consumers

Limited-edition capsule collections offer classic trend-resistant jeans

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Comfort will be a key consideration, with chinos presenting possible competition

Circular production methods will grow in prominence

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