

Menswear in Turkey

Market Direction | 2023-01-09 | 26 pages | Euromonitor

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Report description:

Demand for menswear remained relatively static in 2022, with volumes still well below pre-pandemic levels. While the easing of COVID-19 related restrictions saw consumers returning to their physical offices, the casualwear trend remained a major theme in menswear, with dress codes becoming increasingly relaxed in some workplaces. In 2020, demand for smart professional wear slumped, as consumers worked from home and opportunities to attend social events were seriously curtailed. Having swapped ta...

Euromonitor International's Menswear 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: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Menswear 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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