

Womenswear in Turkey

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Report description:

Sales of womenswear saw robust growth in current value terms in 2022. However, this was mainly due to inflationary pressures, rather than any real upturn in demand. According to official figures, inflation hit a 25-year high in October 2022, fuelled by the lira's continuing decline, as well as the economic consequences of the Ukrainian conflict. This exerted upward pressure on the unit prices of many goods, including womenswear, with relatively expensive items such as women's jackets and coats s...

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women'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 Womenswear 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures weigh on consumer spending

Return to pre-pandemic lifestyles, as well as the revival of tourism, fuels growth in womenswear, with comfort wear remaining a key trend

Collaborations remain a common theme

PROSPECTS AND OPPORTUNITIES

Womenswear will benefit from return to pre-pandemic, but economic issues will continue to restrict demand

Companies will seek ways to enhance the physical in-store experience, with digital technology coming to the fore

Sustainability will remain a key theme

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