

Personal Luxury in Turkey

Market Direction | 2023-10-03 | 29 pages | Euromonitor

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Report description:

Personal luxury retail value sales increased by 80% in 2023, to reach TRY35.5 billion, supported by growth recorded by leading brand providers, such as Beymen Magazacilik AS, Vakko Satis Magazalari AS, and LVMH Moet Hennessy Louis Vuitton Turkiye. Sales growth in 2023 was fuelled by investment in luxury goods such as designer apparel and footwear (ready-to-wear) and luxury timepieces as an alternative asset class. Moreover, the idea that many goods like these can be used to generate extra income...

Euromonitor International's Personal Luxury in Turkey report offers a comprehensive guide to the size and shape of the Personal Luxury market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Personal Luxury retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Designer Apparel and Footwear (Ready-to-Wear), Luxury Eyewear, Luxury Jewellery, Luxury Leather Goods, Luxury Timepieces, Luxury Wearables Electronics, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

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

Why buy this report?

- * Get a detailed picture of the Personal Luxury 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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2023 DEVELOPMENTS

Personal luxury sees rising current retail value sales in 2023

Designer apparel and footwear (ready-to-wear) dominated by designer apparel (ready-to-wear)

Luxury eyewear sees rising value sales in 2023

Luxury jewellery retail value sales see an increase in 2023

Rise in value sales of luxury leather goods in 2023

Luxury wearables electronics sees value sales increase in 2023

Luxury timepieces enjoys value sales increase

Value sales of writing instruments and stationery on the up in 2023

Value sales of super premium beauty and personal care on the rise

Beymen Magazacilik AS holds the lead in personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Value sales are expected to increase in 2023 constant terms during the forecast period

Designer apparel and footwear (ready-to-wear) looks set to remain biggest subcategory in value terms in 2028

Luxury wearables electronics is expected to see the most dynamic percentage growth over the forecast period

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