

Apparel Accessories in Turkey

Market Direction | 2023-11-30 | 19 pages | Euromonitor

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Report description:

Many local consumers prefer to make frequent small purchases, such as apparel accessories, in order to style their look without having to spend on larger, more expensive items of apparel, or at least delay their purchase. This behaviour is especially visible at times of high inflation and unstable economic conditions, such as at the end of the review period in Turkey. There was some divergence in terms of retail volume growth performances in apparel accessories towards the end of the review pe...

Euromonitor International's Apparel Accessories 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: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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

Why buy this report?

- * Get a detailed picture of the Apparel Accessories 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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Apparel accessories continue to gain from the resumption of outdoor lifestyles

Expansion of the offer of apparel accessories, especially scarves

Domestic players leverage knowledge of local market

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Apparel accessories fit well with e-commerce

Lower prices to underpin a preference for local brands and products

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