

Apparel and Footwear in Turkey

Market Direction | 2023-11-30 | 86 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Economic instability and high inflation continued to restrain retail volume sales of apparel and footwear in Turkey at the end of the review period. The Turkish economy is taking longer to recover than many the economies of some other countries. This is due to unstable economic conditions and two big earthquakes that have affected an estimated one fifth of the population. With prices increasing and GDP taking time to recover, Turkish consumers have shown a more cautious attitude towards consumpt...

Euromonitor International's Apparel and Footwear 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: Apparel, Footwear, Sportswear.

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 and Footwear 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Apparel and Footwear in Turkey
Euromonitor International
November 2023

List Of Contents And Tables

APPAREL AND FOOTWEAR IN TURKEY

EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 1 Sales of Apparel and Footwear by Category: Volume 2018-2023
Table 2 Sales of Apparel and Footwear by Category: Value 2018-2023
Table 3 Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023
Table 4 Sales of Apparel and Footwear by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Apparel and Footwear: % Value 2019-2023
Table 6 LBN Brand Shares of Apparel and Footwear: % Value 2020-2023
Table 7 Distribution of Apparel and Footwear by Format: % Value 2018-2023
Table 8 Distribution of Apparel and Footwear by Format and Category: % Value 2023
Table 9 Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028
Table 10 □Forecast Sales of Apparel and Footwear by Category: Value 2023-2028
Table 11 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028
Table 12 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

WOMENSWEAR IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tourist shopping benefits womenswear
Collaborations continue to gain popularity and reach
Rise of "quiet luxury" in womenswear

PROSPECTS AND OPPORTUNITIES

Focus on quality over quantity
Premium lines to fit with affordable luxury and sustainable trends
The use of AI is expected to grow in womenswear

CATEGORY DATA

Table 13 Sales of Womenswear by Category: Volume 2018-2023
Table 14 Sales of Womenswear by Category: Value 2018-2023
Table 15 Sales of Womenswear by Category: % Volume Growth 2018-2023
Table 16 Sales of Womenswear by Category: % Value Growth 2018-2023
Table 17 NBO Company Shares of Womenswear: % Value 2019-2023
Table 18 LBN Brand Shares of Womenswear: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 NBO Company Shares of Women's Nightwear: % Value 2019-2023
 Table 20 LBN Brand Shares of Women's Nightwear: % Value 2020-2023
 Table 21 NBO Company Shares of Women's Outerwear: % Value 2019-2023
 Table 22 □LBN Brand Shares of Women's Outerwear: % Value 2020-2023
 Table 23 □NBO Company Shares of Women's Swimwear: % Value 2019-2023
 Table 24 □LBN Brand Shares of Women's Swimwear: % Value 2020-2023
 Table 25 □NBO Company Shares of Women's Underwear: % Value 2019-2023
 Table 26 □LBN Brand Shares of Women's Underwear: % Value 2020-2023
 Table 27 □Forecast Sales of Womenswear by Category: Volume 2023-2028
 Table 28 □Forecast Sales of Womenswear by Category: Value 2023-2028
 Table 29 □Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028
 Table 30 □Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

MENSWEAR IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater price-sensitivity sees slower growth in menswear compared with womenswear

Athleisure trend continues to inform menswear purchases

Technological and sustainable products support retail value growth

PROSPECTS AND OPPORTUNITIES

Positive but slower growth for menswear

Athleisure trend is set to prove robust

Technology focus is here to stay

CATEGORY DATA

Table 31 Sales of Menswear by Category: Volume 2018-2023
 Table 32 Sales of Menswear by Category: Value 2018-2023
 Table 33 Sales of Menswear by Category: % Volume Growth 2018-2023
 Table 34 Sales of Menswear by Category: % Value Growth 2018-2023
 Table 35 NBO Company Shares of Menswear: % Value 2019-2023
 Table 36 LBN Brand Shares of Menswear: % Value 2020-2023
 Table 37 NBO Company Shares of Men's Nightwear: % Value 2019-2023
 Table 38 LBN Brand Shares of Men's Nightwear: % Value 2020-2023
 Table 39 NBO Company Shares of Men's Outerwear: % Value 2019-2023
 Table 40 □LBN Brand Shares of Men's Outerwear: % Value 2020-2023
 Table 41 □NBO Company Shares of Men's Swimwear: % Value 2019-2023
 Table 42 □LBN Brand Shares of Men's Swimwear: % Value 2020-2023
 Table 43 □NBO Company Shares of Men's Underwear: % Value 2019-2023
 Table 44 □LBN Brand Shares of Men's Underwear: % Value 2020-2023
 Table 45 □Forecast Sales of Menswear by Category: Volume 2023-2028
 Table 46 □Forecast Sales of Menswear by Category: Value 2023-2028
 Table 47 □Forecast Sales of Menswear by Category: % Volume Growth 2023-2028
 Table 48 □Forecast Sales of Menswear by Category: % Value Growth 2023-2028

CHILDRENSWEAR IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Focus on teenagers continues

Combination collections and sustainable wear merge adult and children's trends

Colour plays an important role in engaging children

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Price competition is expected to increase

Online sales and organic garments to continue to gain traction

Fast-fashion brands and licensed products to gain momentum

CATEGORY DATA

Table 49 Sales of Childrenswear by Category: Volume 2018-2023

Table 50 Sales of Childrenswear by Category: Value 2018-2023

Table 51 Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 52 Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 53 NBO Company Shares of Childrenswear: % Value 2019-2023

Table 54 LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 55 Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 56 Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 57 Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 58 □Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

SPORTSWEAR IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Collaborations continue to gain currency

Camperlab enters Turkey for the first time

Wearable art in sneakers

PROSPECTS AND OPPORTUNITIES

The trend towards casualisation in the workplace is set to continue

Brands to be increasingly aligned with social messaging

Adding new functions to improve the offer

CATEGORY DATA

Table 59 Sales of Sportswear by Category: Value 2018-2023

Table 60 Sales of Sportswear by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Sportswear: % Value 2019-2023

Table 62 LBN Brand Shares of Sportswear: % Value 2020-2023

Table 63 Distribution of Sportswear by Format: % Value 2018-2023

Table 64 Forecast Sales of Sportswear by Category: Value 2023-2028

Table 65 Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

JEANS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

New trends in jeans

Big name sustainable collections to the fore

Back to the traditional with a modern twist

PROSPECTS AND OPPORTUNITIES

Men's and women's jeans are set to continue to perform well in the forecast period

More focus on ecological responsibilities

More relaxed and voluminous models to continue to gain attention

CATEGORY DATA

Table 66 Sales of Jeans by Category: Volume 2018-2023

Table 67 Sales of Jeans by Category: Value 2018-2023

Table 68 Sales of Jeans by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 69 Sales of Jeans by Category: % Value Growth 2018-2023
Table 70 Sales of Men's Jeans by Category: Volume 2018-2023
Table 71 Sales of Men's Jeans by Category: Value 2018-2023
Table 72 Sales of Men's Jeans by Category: % Volume Growth 2018-2023
Table 73 Sales of Men's Jeans by Category: % Value Growth 2018-2023
Table 74 Sales of Women's Jeans by Category: Volume 2018-2023
Table 75 □Sales of Women's Jeans by Category: Value 2018-2023
Table 76 □Sales of Women's Jeans by Category: % Volume Growth 2018-2023
Table 77 □Sales of Women's Jeans by Category: % Value Growth 2018-2023
Table 78 □NBO Company Shares of Jeans: % Value 2019-2023
Table 79 □LBN Brand Shares of Jeans: % Value 2020-2023
Table 80 □Forecast Sales of Jeans by Category: Volume 2023-2028
Table 81 □Forecast Sales of Jeans by Category: Value 2023-2028
Table 82 □Forecast Sales of Jeans by Category: % Volume Growth 2023-2028
Table 83 □Forecast Sales of Jeans by Category: % Value Growth 2023-2028
Table 84 □Forecast Sales of Men's Jeans by Category: Volume 2023-2028
Table 85 □Forecast Sales of Men's Jeans by Category: Value 2023-2028
Table 86 □Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028
Table 87 □Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028
Table 88 □Forecast Sales of Women's Jeans by Category: Volume 2023-2028
Table 89 □Forecast Sales of Women's Jeans by Category: Value 2023-2028
Table 90 □Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028
Table 91 □Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

HOSIERY IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hosiery continues its recovery from the pandemic slump
High average unit price boosts retail current value growth
More focus on eco-orientated production and selections

PROSPECTS AND OPPORTUNITIES

Brighter outlook for non-sheer hosiery
Changing lifestyles and dress codes to limit sheer hosiery usage
Penti to lead e-commerce foray in hosiery

CATEGORY DATA

Table 92 Sales of Hosiery by Category: Volume 2018-2023
Table 93 Sales of Hosiery by Category: Value 2018-2023
Table 94 Sales of Hosiery by Category: % Volume Growth 2018-2023
Table 95 Sales of Hosiery by Category: % Value Growth 2018-2023
Table 96 NBO Company Shares of Hosiery: % Value 2019-2023
Table 97 LBN Brand Shares of Hosiery: % Value 2020-2023
Table 98 Forecast Sales of Hosiery by Category: Volume 2023-2028
Table 99 Forecast Sales of Hosiery by Category: Value 2023-2028
Table 100 Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028
Table 101 □Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

APPAREL ACCESSORIES IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

PROSPECTS AND OPPORTUNITIES

Divergence in demand rates

Apparel accessories fit well with e-commerce

Lower prices to underpin a preference for local brands and products

CATEGORY DATA

Table 102 Sales of Apparel Accessories by Category: Volume 2018-2023

Table 103 Sales of Apparel Accessories by Category: Value 2018-2023

Table 104 Sales of Apparel Accessories by Category: % Volume Growth 2018-2023

Table 105 Sales of Apparel Accessories by Category: % Value Growth 2018-2023

Table 106 NBO Company Shares of Apparel Accessories: % Value 2019-2023

Table 107 LBN Brand Shares of Apparel Accessories: % Value 2020-2023

Table 108 Forecast Sales of Apparel Accessories by Category: Volume 2023-2028

Table 109 Forecast Sales of Apparel Accessories by Category: Value 2023-2028

Table 110 Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028

Table 111 □Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

FOOTWEAR IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater focus on health and wellness and sustainability continue to shape footwear

Camperlab is in Turkey for the first time

Wearable art in footwear

PROSPECTS AND OPPORTUNITIES

Apparel specialist retailers to continue to concentrate on matching footwear and apparel collections

Physical and fashion merge to add dynamism to children's footwear

Sneakers enjoys highly versatile wear appeal

CATEGORY DATA

Table 112 Sales of Footwear by Category: Volume 2018-2023

Table 113 Sales of Footwear by Category: Value 2018-2023

Table 114 Sales of Footwear by Category: % Volume Growth 2018-2023

Table 115 Sales of Footwear by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Footwear: % Value 2019-2023

Table 117 LBN Brand Shares of Footwear: % Value 2020-2023

Table 118 Distribution of Footwear by Format: % Value 2018-2023

Table 119 Forecast Sales of Footwear by Category: Volume 2023-2028

Table 120 Forecast Sales of Footwear by Category: Value 2023-2028

Table 121 □Forecast Sales of Footwear by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of Footwear by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Apparel and Footwear in Turkey

Market Direction | 2023-11-30 | 86 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-22"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com