

Personal Luxury in Turkey

Market Direction | 2024-10-10 | 22 pages | Euromonitor

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Report description:

The market for personal luxury in Turkey is set to continue its rapid expansion in current value terms in 2024, driven largely by designer apparel and footwear (ready-to-wear). While this is largely due to an increase in unit prices attributed to inflation, another significant contributor is the resurgence of wealthy tourists, as global travel fully reopens and favourable exchange rates enhance levels of purchasing power. In fact, international retail expenditure accounted for more than a quarte...

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 2028 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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Table of Contents:

Personal Luxury in Turkey
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List Of Contents And Tables

PERSONAL LUXURY IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

"Quiet luxury" emerges as notable trend in designer apparel and footwear (ready-to-wear)

Shift in eyewear purchasing habits amid economic uncertainty

Local designers gain prominence in Turkey's luxury jewellery market

Second-hand goods pose a challenge in luxury leather market

Luxury wearables have low life expectancy, due to technological advancements

Demand for luxury timepieces remains relatively resilient

Decline in demand for luxury writing instruments and stationery

Super premium beauty and personal care benefits from Sephora's expansion

PROSPECTS AND OPPORTUNITIES

Second-hand luxury market could pose threat to luxury brand sales

Brands will target younger generations

Physical retail will remain important

CATEGORY DATA

Table 1 Sales of Personal Luxury by Category: Value 2019-2024

Table 2 Sales of Personal Luxury by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Personal Luxury: % Value 2019-2023

Table 4 LBN Brand Shares of Personal Luxury: % Value 2020-2023

Table 5 Distribution of Personal Luxury by Format: % Value 2019-2024

Table 6 Forecast Sales of Personal Luxury by Category: Value 2024-2029

Table 7 Forecast Sales of Personal Luxury by Category: % Value Growth 2024-2029

LUXURY GOODS IN TURKEY

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2019-2024

Table 9 Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 11 NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 12 LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2024

Table 14 Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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