

Apparel Accessories in Turkey

Market Direction | 2024-12-13 | 19 pages | Euromonitor

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Report description:

Apparel accessories was the only category to post volume growth in 2024, even as the economic crisis in Turkey put further pressure on household budgets and led to more frugal purchasing behaviour. Turkish consumers generally prefer to make frequent small purchases of clothing accessories to stylise their look and upgrade existing outfits. The relatively low cost of apparel accessories enticed consumers as they could justify a small purchase to complement their clothes or shoes. Scarves and gloves...

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 2019-2023 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 2028 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.

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.

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Apparel accessories posts healthy volume growth
LC Waikiki continues to lead in apparel accessories
Domestic companies are highly responsive to local needs

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Online retailing will continue to witness significant growth

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