

Apparel and Footwear in Turkey

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Report description:

Inflation and interest rates remained high in Turkey over 2024, suppressing consumer expenditure on non-essential goods like apparel and footwear. Retail volume sales faced a sharp decline amid the significant devaluation of the Turkish Lira and soaring retail prices. As the economic crisis evolved, price-sensitive consumers were increasingly drawn to more affordable products while the more affluent population continued to opt for luxury brands. With travel starting to normalise across the world...

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 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: 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.

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