

## **Childrenswear in Turkey**

Market Direction | 2024-12-13 | 18 pages | Euromonitor

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### **Report description:**

Due to high inflation and the devaluation of the Turkish Lira, price remained an increasingly important consideration when buying childrenswear in Turkey over 2024. With many households facing higher costs of living, Turkish parents continued to see a decline in real disposable incomes. As such, consumers prioritised price when shopping for many goods including children's clothing. Demand remained strong for more affordable mainstream brands, such as those offered by LC Waikiki and private label...

Euromonitor International's Childrenswear 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: Baby and Toddler Wear, Boys' Apparel, Girls' Apparel.

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

Why buy this report?

- \* Get a detailed picture of the Childrenswear 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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Euromonitor International  
December 2024

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Brands focus on teenagers with unique ranges

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Childrenswear will continue to see more eco-friendly and organic products

Fast fashion brands in childrenswear will continue to expand

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