

Footwear in Turkey

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Sports footwear is outperforming standard footwear with strong double-digit increases in volume sales. Casual and comfortable trends in footwear and a focus on fitness have accelerated lifestyle changes in the post-pandemic period, to the benefit of sportswear and sneakers. International brands like adidas, Nike, and Puma are very popular in Turkey for their sports footwear and athleisure ranges. At the end of 2023, Skechers have launched Hands Free Slip-ins which are designed in a wide fit with...

Euromonitor International's 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: Children's Footwear, Men's Footwear, Women's Footwear.

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

Why buy this report?

- * Get a detailed picture of the 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@scott-international.com

www.scott-international.com

Table of Contents:

Footwear in Turkey
Euromonitor International
December 2024

List Of Contents And Tables

FOOTWEAR IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sportswear witnesses dynamic volume growth
Second-hand luxury footwear resonates with millennials
Foreign e-commerce limits and higher custom duties imposed

PROSPECTS AND OPPORTUNITIES

Footwear category is expected to record healthy growth
Local players aim to increase e-commerce sales
Store expansion expected among Turkish players

CATEGORY DATA

Table 1 Sales of Footwear by Category: Volume 2019-2024
Table 2 Sales of Footwear by Category: Value 2019-2024
Table 3 Sales of Footwear by Category: % Volume Growth 2019-2024
Table 4 Sales of Footwear by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Footwear: % Value 2020-2024
Table 6 LBN Brand Shares of Footwear: % Value 2021-2024
Table 7 Distribution of Footwear by Format: % Value 2019-2024
Table 8 Forecast Sales of Footwear by Category: Volume 2024-2029
Table 9 Forecast Sales of Footwear by Category: Value 2024-2029
Table 10 □Forecast Sales of Footwear by Category: % Volume Growth 2024-2029
Table 11 □Forecast Sales of Footwear by Category: % Value Growth 2024-2029

APPAREL AND FOOTWEAR IN TURKEY

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for apparel and footwear?

MARKET DATA

Table 12 Sales of Apparel and Footwear by Category: Volume 2019-2024
Table 13 Sales of Apparel and Footwear by Category: Value 2019-2024
Table 14 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
Table 15 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
Table 16 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
Table 17 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
Table 18 Distribution of Apparel and Footwear by Format: % Value 2019-2024
Table 19 Distribution of Apparel and Footwear by Format and Category: % Value 2024
Table 20 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
Table 21 □Forecast Sales of Apparel and Footwear by Category: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 22 □Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Footwear in Turkey

Market Direction | 2024-12-13 | 19 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@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-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="2026-02-23"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com