

Womenswear in Turkey

Market Direction | 2024-12-13 | 26 pages | Euromonitor

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Report description:

The decline in retail volume sales was strong in womenswear, as in many categories, due to stubbornly high inflation which has eroded purchasing power. More flexible lifestyles and dress codes are leading to more casual styles and outfits among Turkish women. Meanwhile, interest in health and wellness remains high because many consumers have become more aware of the importance of physical and mental wellbeing.

Euromonitor International's Womenswear 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: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- * Get a detailed picture of the Womenswear 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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WOMENSWEAR IN TURKEY

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High inflation translates to weaker consumer demand
Innovative products support growth of womenswear
Commitment to sustainability at industry and brand level

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