

Jewellery in Turkey

Market Direction | 2025-01-22 | 17 pages | Euromonitor

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Report description:

Despite high inflation and the soaring costs of living in Turkey, retail volume sales of jewellery continued to rise in 2024. The availability of affordable items has helped to sustain growth. Men's jewellery registered a weaker performance compared to women's due to higher levels of price-sensitivity amongst men. The propensity to go shopping amongst men has been hit hard by the weak macroeconomic conditions and political uncertainty.

Euromonitor International's Jewellery 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 (2020-2024), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Costume Jewellery, Fine Jewellery.

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

Why buy this report?

- * Get a detailed picture of the Jewellery 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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Store-based retailers remain vital but e-commerce is now a key channel

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