



Apparel and Footwear Specialists in Turkey

March 2024

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Apparel and Footwear Specialists in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers trade down, as inflation still bites
Increased use of technology enhances in-store customer experience
Soaring costs leads to outlet closures

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Fast fashion poses a threat
Increased demand for luxury items over forecast period

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