

# Womenswear in Turkey

November 2023

Table of Contents

## Womenswear in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tourist shopping benefits womenswear  
Collaborations continue to gain popularity and reach  
Rise of “quiet luxury” in womenswear

#### PROSPECTS AND OPPORTUNITIES

Focus on quality over quantity  
Premium lines to fit with affordable luxury and sustainable trends  
The use of AI is expected to grow in womenswear

#### CATEGORY DATA

Table 1 - Sales of Womenswear by Category: Volume 2018-2023  
Table 2 - Sales of Womenswear by Category: Value 2018-2023  
Table 3 - Sales of Womenswear by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Womenswear by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Womenswear: % Value 2019-2023  
Table 6 - LBN Brand Shares of Womenswear: % Value 2020-2023  
Table 7 - NBO Company Shares of Women's Nightwear: % Value 2019-2023  
Table 8 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023  
Table 9 - NBO Company Shares of Women's Outerwear: % Value 2019-2023  
Table 10 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023  
Table 11 - NBO Company Shares of Women's Swimwear: % Value 2019-2023  
Table 12 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023  
Table 13 - NBO Company Shares of Women's Underwear: % Value 2019-2023  
Table 14 - LBN Brand Shares of Women's Underwear: % Value 2020-2023  
Table 15 - Forecast Sales of Womenswear by Category: Volume 2023-2028  
Table 16 - Forecast Sales of Womenswear by Category: Value 2023-2028  
Table 17 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028  
Table 18 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

## Apparel and Footwear in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for apparel and footwear?

### MARKET DATA

Table 19 - Sales of Apparel and Footwear by Category: Volume 2018-2023  
Table 20 - Sales of Apparel and Footwear by Category: Value 2018-2023  
Table 21 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023  
Table 22 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023  
Table 23 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023  
Table 24 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023  
Table 25 - Distribution of Apparel and Footwear by Format: % Value 2018-2023  
Table 26 - Distribution of Apparel and Footwear by Format and Category: % Value 2023  
Table 27 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028  
Table 28 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 29 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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