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Menswear in Turkey

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Abstracts

Menswear is projected to see slower retail volume and current value growth than womenswear over 2023. There tended to be a higher level of price-sensitivity amongst men in Turkey, which limited their frequency of shopping for apparel during the period of macroeconomic deterioration and political uncertainty towards the end of the review period. Retail volume sales of menswear are set to register a double-digit increase over 2023, but remain below the 2019 pre-pandemic level. The lifting of Coron...

Euromonitor International's Menswear 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 2018-2022 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 2027 illustrate how the market is set to change.

Product coverage: Men's Nightwear, Men's Outerwear, Men's Swimwear, Men'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 Menswear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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.

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