

# Za Giyim Ithalat Ihracat ve Ticaret Ltd Sti in Apparel and Footwear (Turkey)

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## Abstracts

Inditex is expected to continue its expansion in Turkey, as there is high demand for fast fashion apparel. The company's strategy is to provide consumers with trendy apparel that changes every two weeks. Renovations and relocations will continue to be the focus, ensuring that shops remain attractive to consumers. While Zara remains Inditex's number one brand by value sales, the company continues to invest in the expansion of its other brand to broaden its market reach.

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