

Turkey Licensed Sports Merchandise Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, Price Range, End-User, and Region, 2026-2034

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Abstracts

The Turkey licensed sports merchandise market size reached USD 303.2 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 396.0 Million by 2034, exhibiting a growth rate (CAGR) of 2.92% during 2026-2034. Key growth drivers include rising fan engagement across major leagues, expanding club/brand collaborations, and omnichannel retail expansion. Increasing online penetration and improved supply chain capabilities are also supporting broader product availability and personalization—factors that are expected to strengthen the Turkey licensed sports merchandise market share.

TURKEY LICENSED SPORTS MERCHANDISE MARKET TRENDS:

Rising Popularity of Licensed Apparel and Footwear Among Youth

In Turkey, the demand for licensed sports apparel and footwear is growing rapidly, particularly among younger demographics. Young people account for 15% of T?rkiye's total population. As of 2024, the country is home to approximately 12.7 million individuals within the youth demographic. Sports brands affiliated with popular football clubs like Galatasaray, Fenerbah?e, and Be?ikta? are capitalizing on strong fan loyalty. Collaborations with international brands (e.g., Nike, Adidas) have further boosted appeal by offering stylish, co-branded merchandise. Social media influencers and athlete endorsements have accelerated this trend, driving purchases both online and in stores. With youth prioritizing both style and team identity, the segment is expected to expand significantly through 2033. Urbanization, rising sports participation, and national

pride are key drivers fueling this trend, supported by improved product availability through e-commerce platforms and official club stores.

E-Commerce and Personalization

Turkey licensed sports merchandise market growth is being propelled through online retail, driven by greater internet penetration and mobile commerce adoption. At the beginning of 2025, Turkey had 77.3 million internet users, with an internet penetration rate of 88.3%. Major e-commerce platforms like Trendyol, Hepsiburada, and club-specific online stores are offering wider selections and customization options for fans. Personalization—such as name/number printing on jerseys—has emerged as a key selling point, especially during major sports events like UEFA tournaments or the Olympics. Seasonal promotions, influencer marketing, and flexible return policies have enhanced customer engagement and loyalty. This trend is also supported by increased investments from Turkish football clubs and federations in digital retail infrastructure, making merchandise more accessible to domestic and international fans alike. The segment's growth is expected to continue steadily into 2033.

TURKEY LICENSED SPORTS MERCHANDISE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product type, distribution channel, price range, and end-user.

Product Type Insights:

Apparel and Footwear

Accessories and Gifts

Toys and Games

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes apparel and footwear, accessories and gifts, toys and games, and others.

Distribution Channel Insights:

Online Stores

Supermarkets and Hypermarkets

Departmental Stores

Specialty Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes online stores, supermarkets and hypermarkets, departmental stores, specialty stores, and others.

Price Range Insights:

Premium

Economic

The report has provided a detailed breakup and analysis of the market based on the price range. This includes premium and economic.

End-User Insights:

Men

Women

Children

A detailed breakup and analysis of the market based on the end-user has also been provided in the report. This includes men, women, and children.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Black Sea, and Eastern Anatolia.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Turkey licensed sports merchandise market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey licensed sports merchandise market on the basis of product type?

What is the breakup of the Turkey licensed sports merchandise market on the basis of distribution channel?

What is the breakup of the Turkey licensed sports merchandise market on the basis of price range?

What is the breakup of the Turkey licensed sports merchandise market on the basis of end-user?

What is the breakup of the Turkey licensed sports merchandise market on the basis of region?

What are the various stages in the value chain of the Turkey licensed sports merchandise market?

What are the key driving factors and challenges in the Turkey licensed sports merchandise market?

What is the structure of the Turkey licensed sports merchandise market and who are the key players?

What is the degree of competition in the Turkey licensed sports merchandise market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 TURKEY LICENSED SPORTS MERCHANDISE MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 TURKEY LICENSED SPORTS MERCHANDISE MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 TURKEY LICENSED SPORTS MERCHANDISE MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Apparel and Footwear
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Accessories and Gifts
 - 6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Toys and Games

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Others

6.4.1 Historical and Current Market Trends (2020-2025)

6.4.2 Market Forecast (2026-2034)

7 TURKEY LICENSED SPORTS MERCHANDISE MARKET - BREAKUP BY DISTRIBUTION CHANNEL

7.1 Online Stores

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Supermarkets and Hypermarkets

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Departmental Stores

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Specialty Stores

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Others

7.5.1 Historical and Current Market Trends (2020-2025)

7.5.2 Market Forecast (2026-2034)

8 TURKEY LICENSED SPORTS MERCHANDISE MARKET - BREAKUP BY PRICE RANGE

8.1 Premium

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Economic

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

9 TURKEY LICENSED SPORTS MERCHANDISE MARKET - BREAKUP BY END-USER

9.1 Men

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Women

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.3 Children

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Forecast (2026-2034)

10 TURKEY LICENSED SPORTS MERCHANDISE MARKET – BREAKUP BY REGION

10.1 Marmara

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Breakup by Product Type

10.1.4 Market Breakup by Distribution Channel

10.1.5 Market Breakup by Price Range

10.1.6 Market Breakup by End-User

10.1.7 Key Players

10.1.8 Market Forecast (2026-2034)

10.2 Central Anatolia

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Breakup by Product Type

10.2.4 Market Breakup by Distribution Channel

- 10.2.5 Market Breakup by Price Range
- 10.2.6 Market Breakup by End-User
- 10.2.7 Key Players
- 10.2.8 Market Forecast (2026-2034)
- 10.3 Mediterranean
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Breakup by Product Type
 - 10.3.4 Market Breakup by Distribution Channel
 - 10.3.5 Market Breakup by Price Range
 - 10.3.6 Market Breakup by End-User
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (2026-2034)
- 10.4 Aegean
 - 10.4.1 Overview
 - 10.4.2 Historical and Current Market Trends (2020-2025)
 - 10.4.3 Market Breakup by Product Type
 - 10.4.4 Market Breakup by Distribution Channel
 - 10.4.5 Market Breakup by Price Range
 - 10.4.6 Market Breakup by End-User
 - 10.4.7 Key Players
 - 10.4.8 Market Forecast (2026-2034)
- 10.5 Southeastern Anatolia
 - 10.5.1 Overview
 - 10.5.2 Historical and Current Market Trends (2020-2025)
 - 10.5.3 Market Breakup by Product Type
 - 10.5.4 Market Breakup by Distribution Channel
 - 10.5.5 Market Breakup by Price Range
 - 10.5.6 Market Breakup by End-User
 - 10.5.7 Key Players
 - 10.5.8 Market Forecast (2026-2034)
- 10.6 Black Sea
 - 10.6.1 Overview
 - 10.6.2 Historical and Current Market Trends (2020-2025)
 - 10.6.3 Market Breakup by Product Type
 - 10.6.4 Market Breakup by Distribution Channel
 - 10.6.5 Market Breakup by Price Range
 - 10.6.6 Market Breakup by End-User
 - 10.6.7 Key Players

10.6.8 Market Forecast (2026-2034)

10.7 Eastern Anatolia

10.7.1 Overview

10.7.2 Historical and Current Market Trends (2020-2025)

10.7.3 Market Breakup by Product Type

10.7.4 Market Breakup by Distribution Channel

10.7.5 Market Breakup by Price Range

10.7.6 Market Breakup by End-User

10.7.7 Key Players

10.7.8 Market Forecast (2026-2034)

11 TURKEY LICENSED SPORTS MERCHANDISE MARKET – COMPETITIVE LANDSCAPE

11.1 Overview

11.2 Market Structure

11.3 Market Player Positioning

11.4 Top Winning Strategies

11.5 Competitive Dashboard

11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

12.1 Company A

12.1.1 Business Overview

12.1.2 Products Offered

12.1.3 Business Strategies

12.1.4 SWOT Analysis

12.1.5 Major News and Events

12.2 Company B

12.2.1 Business Overview

12.2.2 Products Offered

12.2.3 Business Strategies

12.2.4 SWOT Analysis

12.2.5 Major News and Events

12.3 Company C

12.3.1 Business Overview

12.3.2 Products Offered

12.3.3 Business Strategies

- 12.3.4 SWOT Analysis
- 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Products Offered
 - 12.4.3 Business Strategies
 - 12.4.4 SWOT Analysis
 - 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Products Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 TURKEY LICENSED SPORTS MERCHANDISE MARKET - INDUSTRY ANALYSIS

- 13.1 Drivers, Restraints, and Opportunities
 - 13.1.1 Overview
 - 13.1.2 Drivers
 - 13.1.3 Restraints
 - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview
 - 13.2.2 Bargaining Power of Buyers
 - 13.2.3 Bargaining Power of Suppliers
 - 13.2.4 Degree of Competition
 - 13.2.5 Threat of New Entrants
 - 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

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Product name: Turkey Licensed Sports Merchandise Market Size, Share, Trends and Forecast by Product Type, Distribution Channel, Price Range, End-User, and Region, 2026-2034

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