

# Apparel Retail in Turkey

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## Abstracts

Apparel Retail in Turkey

### SUMMARY

Apparel Retail in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The apparel retail market includes baby clothing, toddler clothing and casual wear, essentials, formalwear, formalwear-occasion, and outerwear for men, women, boys and girls; excludes sports-specific clothing.

The Turkish apparel retail industry had total revenues of \$17.1bn in 2018, representing a compound annual growth rate (CAGR) of 10.3% between 2014 and 2018.

The womenswear segment was the industry's most lucrative in 2018, with total revenues of \$10.1bn, equivalent to 59.4% of the industry's overall value.

According to the World Bank, the percentage of the population living below the poverty line fell from 20.9% in 2004 to 1.6% in 2015 (the latest available figures). This has been a key driver in the growth of the apparel retail industry; as it has meant a larger proportion of the population have increased spending power.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the apparel retail market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the apparel retail market in Turkey

Leading company profiles reveal details of key apparel retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey apparel retail market with five year forecasts

## REASONS TO BUY

What was the size of the Turkey apparel retail market by value in 2018?

What will be the size of the Turkey apparel retail market in 2023?

What factors are affecting the strength of competition in the Turkey apparel retail market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's apparel retail market?

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