

Apparel and Footwear Specialists in Turkey

March 2024

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[Apparel and Footwear Specialists in Turkey - Category analysis](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers trade down, as inflation still bites
Increased use of technology enhances in-store customer experience
Soaring costs leads to outlet closures

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over the forecast period
Fast fashion poses a threat
Increased demand for luxury items over forecast period

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[Retail in Turkey - Industry Overview](#)

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More subdued value growth for e-commerce
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