

# **Apparel Accessories in Turkey**

November 2023

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# Apparel Accessories in Turkey - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Apparel accessories continue to gain from the resumption of outdoor lifestyles Expansion of the offer of apparel accessories, especially scarves Domestic players leverage knowledge of local market

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Divergence in demand rates Apparel accessories fit well with e-commerce Lower prices to underpin a preference for local brands and products

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