

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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