



**Euromonitor  
International**

# Jeans in Turkey

February 2026

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## KEY DATA FINDINGS

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Rising disposable incomes and a growing middle class help drive growth in sales of jeans

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### INDUSTRY PERFORMANCE

Rising disposable incomes and sustainability drive demand

Standard jeans dominate, premium jeans also a major category

Technological advancements and sustainability shape the category

### WHAT'S NEXT?

Rising incomes and sustainability will help drive jeans sales

Standard jeans remain dominant, but all types will see strong current value growth

Technology and sustainability reshape consumer behaviour

### COMPETITIVE LANDSCAPE

LC Waikiki and Mavi lead with a strong brand presence

Stable competitive dynamics with established leaders

Jeans performing well in womenswear

### CHANNELS

Apparel specialists lead jeans distribution with a strong presence

Retail e-commerce drives growth with convenience and flexibility

No emerging retail brands or concepts to watch in 2026

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Sustainable materials and AI-powered marketing drive innovation

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## WHAT'S NEXT?

Local brands and sustainability drive future growth  
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Local giants maintain lead through omnichannel expansion  
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## CHANNELS

Offline retail dominates sales through strong presence of domestic players  
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