Euromonitor International

Menswear in Turkey

February 2026

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Menswear in Turkey - Category analysis

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2025 DEVELOPMENTS

Menswear boosted by consumers' increasing willingness to invest in high-quality, versatile apparel
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INDUSTRY PERFORMANCE

Rising disposable income fuels demand for quality menswear
Men's outerwear dominates the menswear market in Turkey
Men's underwear sees dynamic growth, driven by changing consumer preferences

WHAT'S NEXT?

Rising disposable income drives demand for quality menswear
Men's outerwear will maintain its dominance with practical innovations
E-commerce and sustainability shape menswear future

COMPETITIVE LANDSCAPE

LC Waikiki leads menswear with its strong assortment and digital capabilities
No significant mergers or acquisitions and limited new entrants

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Apparel and footwear specialists lead menswear distribution
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Sustainability and technology shape the industry's future

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Local giants maintain lead through omnichannel expansion
No significant mergers or new product launches
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