



Euromonitor
International

Sportswear in Turkey

February 2026

Table of Contents

Sportswear in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Popularity of athleisurewear and health trend help drive sportswear sales

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Consumers drive demand for versatile sportswear

Footwear outperforming apparel in sportswear in 2025

E-commerce and digitalisation fuel sportswear demand

Chart 3 - Skechers Launches the AERO Series Slip-Ins in August 2025

WHAT'S NEXT?

Sustainable innovation to drive sportswear growth in turkey

Footwear growth to outpace apparel performance

E-commerce and digitalisation to continue fuelling demand

COMPETITIVE LANDSCAPE

Leading brands maintain their positions through innovation and strong presence

Regulatory changes and innovation to shape future opportunities

Chart 4 - Regulatory Changes Impact Global Players

CHANNELS

Sports good stores dominate sportswear sales

Retail e-commerce grows steadily despite offline dominance

PRODUCTS

Technological advancements drive sportswear innovation

Chart 5 - lululemon Enters the Turkish Market in Early 2025

Lifestyle changes fuel demand for versatile sportswear

Skechers shows a broader industry shift towards integrating technology and innovative materials

Chart 6 - Skechers Launches the AERO Series Slip-Ins in August 2025

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Turkey - Industry Overview

EXECUTIVE SUMMARY

Tourists helping to drive growth in the Turkish apparel and footwear market

KEY DATA FINDINGS

Chart 7 - Key Trends 2025

Chart 8 - Analyst Insight

INDUSTRY PERFORMANCE

Luxury hospitality drives sales through immersive experiences

Apparel dominates sales with steady demand

Tourism and consumer confidence drive market growth

Chart 9 - Vakko Seamlessly Merges Luxury Hospitality with Curated Fashion Experiences

WHAT'S NEXT?

Local brands and sustainability drive future growth

Diverse and inclusive fashion lines gain traction
Sustainability and technology shape the industry's future

COMPETITIVE LANDSCAPE

Local giants maintain lead through omnichannel expansion
No significant mergers or new product launches
Mavi tapping into sustainability

Chart 10 - Mavi was Ranked Eighth Globally on TIME's "World's Best Companies – Sustainable Growth" List

CHANNELS

Offline retail dominates sales through strong presence of domestic players
Retail e-commerce drives growth with convenience and technology
Discount chains gain traction with private label products

PRODUCTS

Brands emphasise comfort and functionality in product design
Chart 11 - Rising Demand for Functional and Stylish Hybrid Apparel
Local and international brands drive innovation through strategic launches
Omnichannel strategies enhance shopping experience and drive sales

ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Turkey 2025

CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Turkey 2025
Chart 15 - Consumer Landscape in Turkey 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sportswear-in-turkey/report.