



# Jeans in Turkey

January 2023

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## Jeans in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Women demand greater comfort in jeans, but skinny styles prevail

Manufacturers respond to growing demand for more sustainable collections amongst consumers

Limited-edition capsule collections offer classic trend-resistant jeans

#### PROSPECTS AND OPPORTUNITIES

Men's jeans will lead growth

Comfort will be a key consideration, with chinos presenting possible competition

Circular production methods will grow in prominence

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