



# Apparel and Footwear Specialists in Turkey

March 2024

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## Apparel and Footwear Specialists in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers trade down, as inflation still bites  
Increased use of technology enhances in-store customer experience  
Soaring costs leads to outlet closures

#### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over the forecast period  
Fast fashion poses a threat  
Increased demand for luxury items over forecast period

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Healthy demand for luxury goods  
More subdued value growth for e-commerce  
What next for retail?

### OPERATING ENVIRONMENT

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