



Euromonitor
International

Apparel and Footwear Specialists in Turkey

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Channel benefits from further investment
- New digital marketplace from leading player LCW
- Sustainability remains central concern

PROSPECTS AND OPPORTUNITIES

- Forecast period will see players focus on younger generations
- AI – the new rising star
- Self-check-out systems represent fundamental shift in retail landscape

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Retail in Turkey - Industry Overview

EXECUTIVE SUMMARY

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- GenAI and social and ecological activism trends gain traction
- What next for retail?

OPERATING ENVIRONMENT

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- Black Friday
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