

Jeans in Turkey

December 2024

Table of Contents

Jeans in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Turkish apparel company joins CDP Global A List Apparel specialists expand into jeans category Comfortable styles are popular in jeans

PROSPECTS AND OPPORTUNITIES

Jeans to post healthy volume growth

Chinos are a growing competitive threat

Al applications used to replicate models in catalogues

CATEGORY DATA

Table 1 - Sales of Jeans by Category: Volume 2019-2024

Table 2 - Sales of Jeans by Category: Value 2019-2024

Table 3 - Sales of Jeans by Category: % Volume Growth 2019-2024

Table 4 - Sales of Jeans by Category: % Value Growth 2019-2024

Table 5 - Sales of Men's Jeans by Category: Volume 2019-2024

Table 6 - Sales of Men's Jeans by Category: Value 2019-2024

Table 7 - Sales of Men's Jeans by Category: % Volume Growth 2019-2024

Table 8 - Sales of Men's Jeans by Category: % Value Growth 2019-2024

Table 9 - Sales of Women's Jeans by Category: Volume 2019-2024

Table 10 - Sales of Women's Jeans by Category: Value 2019-2024

Table 11 - Sales of Women's Jeans by Category: % Volume Growth 2019-2024

Table 12 - Sales of Women's Jeans by Category: % Value Growth 2019-2024

Table 13 - NBO Company Shares of Jeans: % Value 2020-2024

Table 14 - LBN Brand Shares of Jeans: % Value 2021-2024

Table 15 - Forecast Sales of Jeans by Category: Volume 2024-2029

Table 16 - Forecast Sales of Jeans by Category: Value 2024-2029

Table 17 - Forecast Sales of Jeans by Category: % Volume Growth 2024-2029

Table 18 - Forecast Sales of Jeans by Category: % Value Growth 2024-2029

Table 19 - Forecast Sales of Men's Jeans by Category: Volume 2024-2029

Table 20 - Forecast Sales of Men's Jeans by Category: Value 2024-2029

Table 21 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Men's Jeans by Category: % Value Growth 2024-2029

Table 23 - Forecast Sales of Women's Jeans by Category: Volume 2024-2029

Table 24 - Forecast Sales of Women's Jeans by Category: Value 2024-2029

Table 25 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2024-2029

Table 26 - Forecast Sales of Women's Jeans by Category: % Value Growth 2024-2029

Apparel and Footwear in Turkey - Industry Overview

EXECUTIVE SUMMARY

Apparel and footwear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

MARKET DATA

Table 27 - Sales of Apparel and Footwear by Category: Volume 2019-2024

Table 28 - Sales of Apparel and Footwear by Category: Value 2019-2024

- Table 29 Sales of Apparel and Footwear by Category: % Volume Growth 2019-2024
- Table 30 Sales of Apparel and Footwear by Category: % Value Growth 2019-2024
- Table 31 NBO Company Shares of Apparel and Footwear: % Value 2020-2024
- Table 32 LBN Brand Shares of Apparel and Footwear: % Value 2021-2024
- Table 33 Distribution of Apparel and Footwear by Format: % Value 2019-2024
- Table 34 Distribution of Apparel and Footwear by Format and Category: % Value 2024
- Table 35 Forecast Sales of Apparel and Footwear by Category: Volume 2024-2029
- Table 36 Forecast Sales of Apparel and Footwear by Category: Value 2024-2029
- Table 37 Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2024-2029
- Table 38 Forecast Sales of Apparel and Footwear by Category: % Value Growth 2024-2029

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/jeans-in-turkey/report.