



Euromonitor  
International

# Personal Luxury in Turkey

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## Personal Luxury in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Personal luxury sees rising current retail value sales in 2023

Designer apparel and footwear (ready-to-wear) dominated by designer apparel (ready-to-wear)

Luxury eyewear sees rising value sales in 2023

Luxury jewellery retail value sales see an increase in 2023

Rise in value sales of luxury leather goods in 2023

Luxury wearables electronics sees value sales increase in 2023

Luxury timepieces enjoys value sales increase

Value sales of writing instruments and stationery on the up in 2023

Value sales of super premium beauty and personal care on the rise

Beymen Magazacilik AS holds the lead in personal luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Value sales are expected to increase in 2023 constant terms during the forecast period

Designer apparel and footwear (ready-to-wear) looks set to remain biggest subcategory in value terms in 2028

Luxury wearables electronics is expected to see the most dynamic percentage growth over the forecast period

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