



Euromonitor  
International

# Apparel and Footwear Specialists in Turkey

May 2026

Table of Contents

## [Apparel and Footwear Specialists in Turkey - Category analysis](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Digital Strategies and In-Store Experiences Help Fuel Growth

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Apparel and Footwear Specialists

### INDUSTRY PERFORMANCE

Digital Strategies and In-Store Experiences Help Fuel Growth

Interactive Screens and Self-Checkout Reshape In-Store Experiences

Chart 2 - Inditex Introduces Self-Checkout Kiosks

Chart 3 - Value Sales 2020-2030

### WHAT'S NEXT?

Local Brands Adjust Pricing and Design to Outpace International Rivals

Mavi and Lufian Strengthen Trust with Sustainability and Local Sourcing

Chart 4 - Forecast Value Sales 2020-2030

### COMPETITIVE LANDSCAPE

Lc Waikiki Leverages Store Growth and Digital Investment to Extend Its Lead

Chart 5 - Analyst Insight for Apparel and Footwear Specialists

New Entrants Redefine Turkey's Athleisure Scene

Chart 6 - Adidas Introduces Interactive Screens

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Apparel and Footwear Specialists

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Apparel and Footwear Specialists

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Retail in Turkey - Industry Overview](#)

### EXECUTIVE SUMMARY

Discounters Expand Private Label to Support Spending

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

### INDUSTRY PERFORMANCE

Discounters Expand Private Label to Support Spending

Online-First Retailers Use Exclusive Launches to Drive Digital Adoption

Open Markets Maintain Relevance as Formal Formats Gain Ground

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

## WHAT'S NEXT?

Private Label and E-Commerce Set to Remain the Key Growth Drivers

Ai and M-Commerce Set to Win over Digital Natives

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Bim Strengthens Its Leadership as Uber Acquisition Reshapes Delivery Landscape

Chart 20 - Uber Acquires Trendyol Go

Chart 21 - Analyst Insight for Retail

Lululemon and Florentia Village Bring New Ideas to the Market

Chart 22 - Lululemon Enters Turkey with a New Retail Concept

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 25 - Standard Opening Hours by Channel Type 2025

Seasonality

Black Friday

Ramadan (Eid al Fitr)

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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/apparel-and-footwear-specialists-in-turkey/report](http://www.euromonitor.com/apparel-and-footwear-specialists-in-turkey/report).