



Euromonitor
International

Jeans in Turkey

February 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising disposable incomes and a growing middle class help drive growth in sales of jeans

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Chart 2 - Analyst Insight

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Rising disposable incomes and sustainability drive demand

Standard jeans dominate, premium jeans also a major category

Technological advancements and sustainability shape the category

WHAT'S NEXT?

Rising incomes and sustainability will help drive jeans sales

Standard jeans remain dominant, but all types will see strong current value growth

Technology and sustainability reshape consumer behaviour

COMPETITIVE LANDSCAPE

LC Waikiki and Mavi lead with a strong brand presence

Stable competitive dynamics with established leaders

Jeans performing well in womenswear

CHANNELS

Apparel specialists lead jeans distribution with a strong presence

Retail e-commerce drives growth with convenience and flexibility

No emerging retail brands or concepts to watch in 2026

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