



# Menswear in Turkey

February 2026

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## Menswear in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Menswear boosted by consumers' increasing willingness to invest in high-quality, versatile apparel

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Rising disposable income fuels demand for quality menswear

Men's outerwear dominates the menswear market in Turkey

Men's underwear sees dynamic growth, driven by changing consumer preferences

#### WHAT'S NEXT?

Rising disposable income drives demand for quality menswear

Men's outerwear will maintain its dominance with practical innovations

E-commerce and sustainability shape menswear future

#### COMPETITIVE LANDSCAPE

LC Waikiki leads menswear with its strong assortment and digital capabilities

No significant mergers or acquisitions and limited new entrants

#### CHANNELS

Apparel and footwear specialists lead menswear distribution

Retail e-commerce continues to gain traction in menswear

Retailers can improve their prospects by enhancing their digital capabilities

#### PRODUCTS

Brands adapt to shifting trends with innovative collections

Chart3 Sees - Several Turkish Brands Adapting their Collections to Offer More Relaxed Menswear

Tech-savvy brands drive innovation with practical elegance

Chart 3 - Men's Clothing Brand D'S Damat Introduces a Suit that Resists Wrinkling when Folded

Sustainability and inclusivity shape menswear collections

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[Apparel and Footwear in Turkey - Industry Overview](#)

### EXECUTIVE SUMMARY

Tourists helping to drive growth in the Turkish apparel and footwear market

### KEY DATA FINDINGS

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Chart 6 - Analyst Insight

#### INDUSTRY PERFORMANCE

Luxury hospitality drives sales through immersive experiences

Apparel dominates sales with steady demand

Tourism and consumer confidence drive market growth

Chart 7 - Vakko Seamlessly Merges Luxury Hospitality with Curated Fashion Experiences

#### WHAT'S NEXT?

Local brands and sustainability drive future growth

Diverse and inclusive fashion lines gain traction  
Sustainability and technology shape the industry's future

## COMPETITIVE LANDSCAPE

Local giants maintain lead through omnichannel expansion  
No significant mergers or new product launches  
Mavi tapping into sustainability

Chart 8 - Mavi was Ranked Eighth Globally on TIME's "World's Best Companies – Sustainable Growth" List

## CHANNELS

Offline retail dominates sales through strong presence of domestic players  
Retail e-commerce drives growth with convenience and technology  
Discount chains gain traction with private label products

## PRODUCTS

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