



# Womenswear in Turkey

February 2026

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Women's outerwear dominates sales with timeless appeal

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Women's outerwear will remain largest category with steady demand

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LC Waikiki and Penti lead with a strong brand presence

No significant mergers or acquisitions in 2025

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Apparel and footwear specialists drive womenswear sales

Retail e-commerce gains traction in womenswear

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