



Euromonitor
International

Menswear in Turkey

February 2026

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

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Rising disposable income fuels demand for quality menswear

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

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Rising disposable income drives demand for quality menswear

Men's outerwear will maintain its dominance with practical innovations

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LC Waikiki leads menswear with its strong assortment and digital capabilities

No significant mergers or acquisitions and limited new entrants

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