



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

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

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Apparel and footwear specialists lead menswear distribution

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