



Personal Luxury in Turkey

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

“Quiet luxury” emerges as notable trend in designer apparel and footwear (ready-to-wear)
Shift in eyewear purchasing habits amid economic uncertainty
Local designers gain prominence in Turkey’s luxury jewellery market
Second-hand goods pose a challenge in luxury leather market
Luxury wearables have low life expectancy, due to technological advancements
Demand for luxury timepieces remains relatively resilient
Decline in demand for luxury writing instruments and stationery
Super premium beauty and personal care benefits from Sephora’s expansion

PROSPECTS AND OPPORTUNITIES

Second-hand luxury market could pose threat to luxury brand sales
Brands will target younger generations
Physical retail will remain important

CATEGORY DATA

Table 1 - Sales of Personal Luxury by Category: Value 2019-2024
Table 2 - Sales of Personal Luxury by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Personal Luxury: % Value 2019-2023
Table 4 - LBN Brand Shares of Personal Luxury: % Value 2020-2023
Table 5 - Distribution of Personal Luxury by Format: % Value 2019-2024
Table 6 - Forecast Sales of Personal Luxury by Category: Value 2024-2029
Table 7 - Forecast Sales of Personal Luxury by Category: % Value Growth 2024-2029

Luxury Goods in Turkey - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2019-2024
Table 9 - Sales of Luxury Goods by Category: % Value Growth 2019-2024
Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024
Table 11 - NBO Company Shares of Luxury Goods: % Value 2019-2023
Table 12 - LBN Brand Shares of Luxury Goods: % Value 2020-2023
Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2024
Table 14 - Forecast Sales of Luxury Goods by Category: Value 2024-2029
Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/personal-luxury-in-turkey/report.