

Beer in Turkey

Market Direction | 2022-07-11 | 31 pages | Euromonitor

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Report description:

In 2021, beer off-trade volume sales registered double-digit growth with the re-opening of alcoholic drinks specialist retailers and improved distribution of beer products. Price increases were kept to a minimum in the beer category since there was no rise in excise taxes between July and December 2021. Beer consumption surged as beers remained affordable for consumers, enabling overall volume sales to shift back to pre-pandemic levels.

Euromonitor International's Beer in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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On-trade recovery begins in beer category

Efes and Turk Tuborg continue to dominate

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