

Spirits in Turkey

Market Direction | 2022-07-11 | 33 pages | Euromonitor

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Report description:

In 2021, total volume sales of spirits surged, driven largely by a rebound in the on-trade channel, which had registered a sharp decline in the previous year. The re-opening of foodservices outlets from mid-2021 led to a sizeable increase in eating and drinking out. Volume growth in the off-trade channel also surged since on-trade outlets were not yet fully open and many people still favoured staying at home amid concerns of contracting the virus. The recovery in tourist arrivals in 2021 further...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Spirits witness surge in volume sales as socialising returns

Gin and whiskey register strongest volume growth

Premium spirits gaining volume share

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On-trade channel set to register astonishing volume growth from 2022

Off-trade to see volume sales moderate

Supermarkets to gain further retail volume share

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EXECUTIVE SUMMARY

Alcoholic drinks sees volume sales recover to pre-pandemic levels

2021 key trends

Competitive landscape

Retailing landscape

On-trade vs off-trade split

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