

Wine in Turkey

Market Direction | 2022-07-11 | 34 pages | Euromonitor

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Report description:

In 2021, the wine category saw strong growth in volume terms, in comparison to the negative trend in the previous year. Growth was led by recovery in the on-trade channel with the re-opening of the foodservices outlets in the second half of the year and a lift on COVID-19 restrictions. The stay at home trend had a positive impact on off-trade sales yielding another year of double-digit volume growth. The return of tourists has also had a positive impact on wine volumes, notably in the on-trade c...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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The total volume sales of wine saw good recovery in 2021

Fruit wines gain popularity but still light grape wine remains primary wine choice

Wine sees increased competition from spirits

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Consumers will continue to switch to lower-priced wines

Supermarket channel to gain further share in off-trade

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