

Bottled Water in Turkey

Market Direction | 2022-12-23 | 31 pages | Euromonitor

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Report description:

Following the onset of the pandemic, consumer awareness for immunity and health has strengthened, boosting demand for certain types of bottled water which benefit from their healthier images compared to some other soft drinks. Bottled water overall volume sales in 2022 are being driven mainly by the performance of functional bottled water and flavoured bottled water. Both product types are appealing to Turkish consumers who increasingly regard them as healthier beverage alternatives to products...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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