

## **Energy Drinks in Turkey**

Market Direction | 2022-12-23 | 29 pages | Euromonitor

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### **Report description:**

During the COVID-19 pandemic, due to lockdown measures and remote working and studying practices, consumers spent an extended amount of time in their homes. To help them get through their workday, school lessons, and university lectures, many turned to energy drinks to get a much-needed caffeine boost. Consumers also ended up socialising much more within their homes, including drinking with friends and families. Energy drinks can be consumed solo or mixed with alcoholic beverages, so this stimul...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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Euromonitor International  
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