

## **Juice in Turkey**

Market Direction | 2022-12-23 | 32 pages | Euromonitor

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### **Report description:**

Overall off-trade volume sales in juice are declining in 2022, with the fall driven by nectars' (25-99% juice) persistently negative trend. Nectars still accounts for a comparatively large share of sales in juice in Turkey. As prices of fruit rise rapidly, the production of juice is becoming increasingly expensive. Companies are shifting the cost to consumers and as a result consumers are shifting away from the products. This has led players to focus instead on juice products which contain less...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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  
December 2022

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