

Other Hot Drinks in Turkey

Market Direction | 2022-12-21 | 22 pages | Euromonitor

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Report description:

Overall off-trade volume sales in other hot drinks are falling marginally in Turkey in 2022. With the return to school and the office, and reduced time spent at home, demand for hot drinks products has fallen. Both chocolate-based flavoured powder drinks and non-chocolate-based flavoured powder drinks are increasingly regarded as unhealthy due to their high sugar content and poor nutritional profile. Such products are largely targeted at children, and Turkish parents are shifting away from provi...

Euromonitor International's Other Hot 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot 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 Other Hot 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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2022 DEVELOPMENTS

Other hot drinks suffers from negative health image

Lack of interest from producers undermines demand in other hot drinks, while rising prices further deter consumers

Discounters continues to expand

PROSPECTS AND OPPORTUNITIES

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E-commerce and discounters channels will continue to grow

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