

Soft Drinks in Turkey

Market Direction | 2022-12-23 | 84 pages | Euromonitor

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Report description:

In 2022 the total volume sales growth of soft drinks in Turkey is showing double-digit rises, largely driven by the increase in on-trade sales thanks to the full opening of food services outlets. Also contributing to on-trade volume growth is the substantial increase in the number of visitors arising from the post-pandemic recovery surge in travel and tourism. Off-trade volume sales are also seeing some positive growth thanks to the rising variety of products in the market and the persistent sea...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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.

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Euromonitor International
December 2022

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E-commerce continues to grow as players respond to rising consumer demand

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