

Sports Drinks in Turkey

Market Direction | 2022-12-23 | 28 pages | Euromonitor

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Report description:

In 2021 the negative volume sales trend for sports drinks in both the on-trade and off-trade channels persisted as sports facilities remained closed and COVID-19-related restrictions prevented consumers from spending too much time taking part in sports. In addition, the restrictions meant that sports events were cancelled, stopping brands from advertising their products. This further negatively impacted sales as consumer awareness for sports drinks is quite low in Turkey and thus the category re...

Euromonitor International's Sports 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 Sports Drinks, Regular 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 Sports 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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Saka Sports enters the competition in 2022

Average unit prices shoot up in sports drinks

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