

Alcoholic Drinks in Turkey

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Report description:

2022 saw Turkey's alcoholic drinks industry continue to register very positive total volume growth, with all categories continuing to benefit from rising demand as the alcoholic drinks industry recovers from the impact of the COVID-19 pandemic and Turkish society moves towards some kind of post-pandemic normality. The main driver of sales growth during the year was rising demand for beer, the largest and most important category of alcoholic drinks in the country, although positive total volume g...

Euromonitor International's Alcoholic 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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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Double-digit total volume growth for alcoholic drinks in 2022
Extraordinarily high growth registered in average unit prices across the board
Boom in new product development as players seek to grab the attention of consumers
Position of supermarkets improves as consumers seek value and convenience
Dynamic on-trade volume growth due to reopening of local hospitality industry
Less oppressive economic conditions set to spur growth in demand

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RTDS IN TURKEY

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