

## **Cider/Perry in Turkey**

Market Direction | 2023-06-27 | 25 pages | Euromonitor

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### **Report description:**

Cider/perry registered negative off-trade volume growth during 2022, despite value growth soaring in the category over the course of the year. This was the result of the substantial increases that were seen in the off-trade unit price of cider/perry in 2022 due to the high inflation which swept through Turkey during the year, which led to declining demand for cider/perry as consumer spending on all non-essential products came under huge pressure. The substantial and consistent devaluation of the...

Euromonitor International's Cider/Perry 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: Non Alcoholic Cider/Perry, Regular Cider/Perry.

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

### Why buy this report?

- \* Get a detailed picture of the Cider/Perry 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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## Table of Contents:

Cider/Perry in Turkey  
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### List Of Contents And Tables

#### CIDER/PERRY IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Negative off-trade volume growth for cider/perry as price rises suppress demand

Lack of innovation and paucity of new product launches a sign of stagnation

On-trade volume sales increase as consumers return to bars, pubs and restaurants

##### PROSPECTS AND OPPORTUNITIES

Potential for off-trade volume growth in cider/perry likely to remain very low

The average unit price of cider/perry to continue rising as inflation bites

Supermarkets expected to become increasingly dominant in cider/perry distribution

##### CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2017-2022

Table 2 Sales of Cider/Perry: Total Value 2017-2022

Table 3 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 4 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 10 NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 11 LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 12 Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 13 Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 14 Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 15 Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

#### ALCOHOLIC DRINKS IN TURKEY

##### EXECUTIVE SUMMARY

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

##### MARKET BACKGROUND

###### Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 16 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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