

## **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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##### 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  
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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

##### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

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