

Spirits in Turkey

Market Direction | 2023-06-27 | 32 pages | Euromonitor

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Report description:

2022 saw off-trade volume sales of spirits decline and this was entirely due to falling demand in the key category of aniseed-flavoured spirits, where sales are dominated by the local spirit raki. Due to its high alcohol content, raki is the type of alcoholic drink that has been most impacted by recent increases in OTV excise tax. Additionally, the steep devaluation of the Turkish Lira over the course of 2022 translated into higher costs for local spirits producers as they faced steep increases...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Off-trade sales of spirits decline as demand for aniseed-flavoured spirit raki falls

Irish whiskey the most dynamic spirits category in 2022

Double-digit on-trade volume growth a sign of strong recovery in the hospitality sector

PROSPECTS AND OPPORTUNITIES

Off-trade volume sales to increase as demand shifts towards premium products

Beer expected to remain the major rival to spirits

Supermarkets set to increase in importance in the retail distribution of spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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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

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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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Legal purchasing age and legal drinking age

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