

## **Fine Wines/Champagne and Spirits in Turkey**

Market Direction | 2023-10-03 | 22 pages | Euromonitor

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### **Report description:**

Value sales of fine wines/champagne and spirits grew by 85% to total TRY3.5 billion in 2023, boosted by consumers' appetite for experiences and enjoyment after the pandemic. Socialising is a priority pastime for many consumers, following on from the enforced lockdowns introduced in 2020-2022. The return of weddings and other important life events has also led to a rise in consumption of fine champagne and other luxury wines and spirits.

Euromonitor International's Fine Wines/Champagne and Spirits in Turkey report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury 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 Fine Wines/Champagne and 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.

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Fine wines/champagne and spirits sees rising current retail value sales in 2023

Luxury spirits is the biggest subcategory in value terms in the last year of the review period

Pernod Ricard Turkiye Ltd is the leading player in fine wines/champagne and spirits in 2022

#### **PROSPECTS AND OPPORTUNITIES**

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