

## **Tea in Turkey**

Market Direction | 2023-12-15 | 22 pages | Euromonitor

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### **Report description:**

In 2023, retail volume sales of tea experienced steady growth, despite another year of strong retail price inflation. Turkey is a tea producing country with the highest per capita consumption of black tea in the world, and this has sustained consumption levels. Volume growth was driven by the launch of new products, strong demand for tea bags black as well as increasing interest in fruit/herbal and green tea. Overall population growth is also a contributing factor to the sector's expansion. The...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- \* Get a detailed picture of the Tea 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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