

## **Turkey Functional Drinks Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-11-06 | 43 pages | MarketLine

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### **Report description:**

Turkey Functional Drinks Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Functional Drinks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The functional drinks market consists of retail sale of sports drinks and energy drinks. Sports drinks are defined as drinks with performance-enhancing properties, described as 'isotonic', 'hypertonic' or 'hypotonic'. Energy drinks are defined as those with energy-enhancing properties; mainly carbonated and containing stimulants such as caffeine, taurine, guarana, glucuronolactone, yerba mate, along with glucose syrup (corn syrup) and maltodextrin. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates.
- The Turkish Functional Drinks market had total revenues of \$402.9 million in 2022, representing a compound annual growth rate (CAGR) of 40.3% between 2017 and 2022.
- Market consumption volume increased with a CAGR of 11% between 2017 and 2022, to reach a total of 116.9 million liters in 2022.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 44.8% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$2,568.7 million by the end of 2027.

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## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the functional drinks market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the functional drinks market in Turkey
- Leading company profiles reveal details of key functional drinks market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey functional drinks market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Turkey functional drinks market by value in 2022?
- What will be the size of the Turkey functional drinks market in 2027?
- What factors are affecting the strength of competition in the Turkey functional drinks market?
- How has the market performed over the last five years?
- Who are the top competitors in Turkey's functional drinks market?

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