

Carbonates in Turkey

Market Direction | 2023-12-18 | 32 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, there was a moderate increase in retail volume sales of carbonates, driven mainly by the growth in sales of regular cola carbonates. However, retail consumption of carbonates slowed in 2023 as inflation remained stubbornly high and consumer purchasing power was suppressed. Consumers were also spending more time back in horeca establishments, with on-trade volumes rising at a substantial pace in 2023. The return of tourism has played a key role in this channel, supporting on-trade consum...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Carbonates in Turkey
Euromonitor International
December 2023

List Of Contents And Tables

CARBONATES IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonates demonstrate resilience to price inflation with solid growth in 2023

Average unit prices of carbonates register double-digit growth

Tonic water/mixers/other bitters witness significant growth in volume terms

PROSPECTS AND OPPORTUNITIES

Carbonates is expected to receive strong competition from other soft drinks

Private label products to expand position

E-commerce channel is projected to gain traction

CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 10 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 11 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 20 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

SOFT DRINKS IN TURKEY

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	Off-trade vs On-trade Sales of Soft Drinks (RTD) by: Volume Channel	2018-2023
Table 22	Off-trade vs On-trade Sales of Soft Drinks (RTD) by: % Volume Growth Channel	2018-2023
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Channel: Value	2018-2023
Table 24	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth	2018-2023
Table 25	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume	2022
Table 26	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume	2022
Table 27	Off-trade vs On-trade Sales of Soft Drinks by Category: Value	2022
Table 28	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value	2022
Table 29	Off-trade Sales of Soft Drinks (RTD) by Category: Volume	2018-2023
Table 30	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth	2018-2023
Table 31	Off-trade Sales of Soft Drinks by Category: Value	2018-2023
Table 32	Off-trade Sales of Soft Drinks by Category: % Value Growth	2018-2023
Table 33	Sales of Soft Drinks by Total Fountain On-trade: Volume	2018-2023
Table 34	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth	2018-2023
Table 35	NBO Company Shares of Total Soft Drinks (RTD): % Volume	2019-2023
Table 36	LBN Brand Shares of Total Soft Drinks (RTD): % Volume	2020-2023
Table 37	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume	2019-2023
Table 38	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume	2020-2023
Table 39	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume	2019-2023
Table 40	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume	2020-2023
Table 41	NBO Company Shares of Off-trade Soft Drinks: % Value	2019-2023
Table 42	LBN Brand Shares of Off-trade Soft Drinks: % Value	2020-2023
Table 43	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume	2018-2023
Table 44	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value	2018-2023
Table 45	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume	2018-2023
Table 46	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume	2023
Table 47	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume	2023-2028
Table 48	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth	2023-2028
Table 49	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value	2023-2028
Table 50	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth	2023-2028
Table 51	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume	2023-2028
Table 52	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth	2023-2028
Table 53	Forecast Off-trade Sales of Soft Drinks by Category: Value	2023-2028
Table 54	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth	2023-2028
Table 55	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume	2023-2028
Table 56	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth	2023-2028

APPENDIX

Fountain sales in Turkey

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Carbonates in Turkey

Market Direction | 2023-12-18 | 32 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com