

Carbonates in Turkey

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

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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.

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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

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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

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MARKET DATA

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