

## Concentrates in Turkey

Market Direction | 2023-12-18 | 28 pages | Euromonitor

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### Report description:

Turkish consumers are gradually losing interest in concentrates, resulting in ongoing retail volume decline. These products are widely recognised as unhealthy beverages due to the elevated levels of artificial additives contained within. Moreover, these concentrates received minimal promotional backing in 2023. Concentrates primarily cater to consumers on lower incomes in Turkey, many of whom faced financial limitations in 2023 as the cost of living soared. As a result, many consumers opted to p...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

### Why buy this report?

- \* Get a detailed picture of the Concentrates 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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