

Energy Drinks in Turkey

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Report description:

In 2023, energy drinks have witnessed remarkable growth in retail volume sales, surpassing the performance seen in the previous year. Consumers have been enticed by the introduction of new, budget-friendly local energy drinks brands in regular format. Furthermore, Coca-Cola's strategic focus on its Monster brand, alongside the acquisition of the Predator brand, has played a significant role in boosting overall retail volume sales.

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- * Get a detailed picture of the Energy Drinks 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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