

## **Soft Drinks in Turkey**

Market Direction | 2023-12-18 | 81 pages | Euromonitor

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### **Report description:**

In 2023, retail volume sales of soft drinks registered slower single-digit growth compared to the previous year, as prices continued to climb. The primary factor driving this growth was the increasing availability of diverse soft drinks, such as RTD tea and energy drinks, which are becoming popular alternatives to carbonates. Sales were further boosted by products that offer extra benefits, including those containing added vitamins and functional attributes like energy enhancement. There was a n...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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## PROSPECTS AND OPPORTUNITIES

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Rising consumer awareness of RTD coffee fuels dynamic volume growth  
Product diversification in RTD coffee is key growth driver  
Nescafe Xpress is losing share to local brands and private label products

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