

Sports Drinks in Turkey

Market Direction | 2023-12-18 | 27 pages | Euromonitor

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Report description:

Sports drinks continues to recover from the declines caused by the COVID-19 pandemic, a trend that has been in play since 2022. As the effects of the pandemic have diminished, people have re-engaged in sports activities and are back to using sports centres to keep fit and stay healthy. Turks have returned to drinking sports drinks to support these activities. Whilst sports drinks is enjoying positive volume sales in 2023, growth has slowed year-on-year, due to the relatively high prices of sport...

Euromonitor International's Sports 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 Sports Drinks, Regular 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 Sports 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.

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.

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