

Cafes/Bars in Turkey

Market Direction | 2024-02-15 | 28 pages | Euromonitor

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Report description:

Coffee and tea focused outlets benefited from the strong pressure on consumer purchasing power in a highly inflationary climate in Turkey towards the end of the review period. These outlets are perceived to be affordable options for socialising. The number of cafes rose significantly in 2023. Category players observed consumers sitting in outlets for longer with relatively small order sizes (just a cup of coffee or tea). Nonetheless, the increasing number of visitors was reflected in positive gr...

Euromonitor International's Cafes/Bars in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

Why buy this report?

- * Get a detailed picture of the Cafes/Bars 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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reliable information resources to help drive informed strategic planning.

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