

HW Soft Drinks in Turkey

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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Report description:

The consumer base in Turkey increased in 2022, as the country saw substantial immigration, and also a strong influx of tourists. Despite inflationary pressures and higher prices, the consumption of soft drinks increased, and the focus on health and wellness remained stable; for instance, boosting demand for bottled water with certain fortified/functional claims, such as good source of minerals and good source of vitamins, as well as other healthier soft drinks with low/no/no added sugar.

Euromonitor International's HW Soft Drinks in Turkey report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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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reliable information resources to help drive informed strategic planning.

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HW SOFT DRINKS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Focus on nutrition for immunity continues even after the pandemic eases

Natural holds first place within health and wellness soft drinks in 2022, due to concerns about consuming too many overprocessed drinks

Good source of vitamins is a rising claim in health and wellness soft drinks

PROSPECTS AND OPPORTUNITIES

Functional and low sugar products expected to continue enjoying strong demand

Natural also likely to show the most promise during the forecast period, driven by rising consumer demand and more offers from players

Lactose free expected to benefit from consumer base rise

CATEGORY DATA

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HEALTH AND WELLNESS IN TURKEY

EXECUTIVE SUMMARY

Overview

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