

## **Carbonates in Turkey**

Market Direction | 2023-12-18 | 32 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2023, there was a moderate increase in retail volume sales of carbonates, driven mainly by the growth in sales of regular cola carbonates. However, retail consumption of carbonates slowed in 2023 as inflation remained stubbornly high and consumer purchasing power was suppressed. Consumers were also spending more time back in horeca establishments, with on-trade volumes rising at a substantial pace in 2023. The return of tourism has played a key role in this channel, supporting on-trade consum...

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Carbonates in Turkey  
Euromonitor International  
May 2024

List Of Contents And Tables

### CARBONATES IN TURKEY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Carbonates demonstrate resilience to price inflation with solid growth in 2023

Average unit prices of carbonates register double-digit growth

Tonic water/mixers/other bitters witness significant growth in volume terms

#### PROSPECTS AND OPPORTUNITIES

Carbonates is expected to receive strong competition from other soft drinks

Private label products to expand position

E-commerce channel is projected to gain traction

#### CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 10 □ Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 11 □ NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 12 □ LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 13 □ NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 14 □ LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 15 □ Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 16 □ Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 17 □ Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 18 □ Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 19 □ Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 20 □ Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

### SOFT DRINKS IN TURKEY

#### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by: Volume Channel 2018-2023  
Table 22 Off-trade vs On-trade Sales of Soft Drinks (RTD) by: % Volume Growth Channel 2018-2023  
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 24 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 25 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023  
Table 26 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023  
Table 27 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023  
Table 28 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023  
Table 29 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 30 □ Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 31 □ Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 32 □ Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 33 □ Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
Table 34 □ Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023  
Table 35 □ NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023  
Table 36 □ LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023  
Table 37 □ NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 38 □ LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 39 □ NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 40 □ LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 41 □ NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 42 □ LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 43 □ Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 44 □ Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 45 □ Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 46 □ Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 47 □ Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 48 □ Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 49 □ Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 50 □ Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 51 □ Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 52 □ Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 53 □ Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 54 □ Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 55 □ Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 56 □ Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

#### APPENDIX

Fountain sales in Turkey

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Carbonates in Turkey**

Market Direction | 2023-12-18 | 32 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-17"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com