

## **Alcoholic Drinks in Turkey**

Market Direction | 2024-06-27 | 64 pages | Euromonitor

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### **Report description:**

Alcoholic drinks registered fairly modest single-digit volume growth in Turkey in 2023, with off-trade sales stronger than on-trade sales due to a notable transition between these channels. However, value growth continues to hit robust double-digit figures due to the significant price hikes seen in the recent review period.

Euromonitor International's Alcoholic 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 (2019-2023), 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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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ALCOHOLIC DRINKS IN TURKEY

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Alcoholic drinks saw a modest growth in 2023

Average unit prices continue to be stimulated by increased production costs and taxes

Efes Pilsen and Turk Tuborg preserve their dominant positions

Supermarkets expands its position as a retail channel

On-trade vs off-trade split

Alcoholic drinks is expected to register a positive total volume growth over the forecast period

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