

## 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 saw a modest growth in 2023

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

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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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Still white wine is set to maintain its popularity over the forecast period

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