

## Beer in Turkey

Market Direction | 2024-06-27 | 29 pages | Euromonitor

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### Report description:

Beer registered positive volume growth in Turkey in 2023, despite the overall challenging economic conditions of steep price rises and declining consumer spending power. Whilst volume sales are lower than those seen in 2022, beer benefits from having lower prices compared to spirits, for example, thus helping to support baseline demand. The slower sales can also be attributed to an ongoing normalisation effect following the atypical spikes and crashes seen in sales during the era of the pandemic...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

### Why buy this report?

- \* Get a detailed picture of the Beer 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.

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Average unit prices see significant hikes in 2023

On-trade volume sales see a slowdown

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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

#### MARKET BACKGROUND

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