

## **Wine in Turkey**

Market Direction | 2024-06-27 | 33 pages | Euromonitor

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### **Report description:**

Wine fell into a volume slump in Turkey in 2023, while value remained supported by unit price hikes. This volume decline in wine is due to the industry facing significant challenges, including poor grape harvesting, the aforementioned rising unit prices due to increased production costs, the VAT for alcoholic drinks going up from 18% to 20%, and excise tax (OTV) increasing twice in the year; as well as external factors such as earthquakes and geopolitical unrest.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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#### WINE IN TURKEY

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

2023 proves to be a challenging year for wine, although still white wine sees healthy volume growth

The share of still grape wines in the economy segment continues to grow

Wine sales fall into a negative figure decline in on-trade terms in 2023

#### PROSPECTS AND OPPORTUNITIES

2024 will continue to present some challenges to wine, before the category starts to recover

Positive factors set to emerge from 2025, for both on-trade and off-trade channels

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

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### EXECUTIVE SUMMARY

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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Legal purchasing age and legal drinking age

Drink driving

Advertising

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