

## **Hot Drinks in Turkey**

Market Direction | 2024-11-18 | 35 pages | Euromonitor

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### **Report description:**

Hot drinks in Turkey reported moderate retail volume growth in 2024 on a par with recent years. Even though hot drinks is a saturated category, population growth is expanding consumption in the country. The most popular hot beverages are black tea, Turkish coffee, instant coffee, and some other hot drinks. The increasing availability of novel and diverse products, particularly within the fruit/herbal tea, green tea and fresh coffee segments, is stimulating consumer interest. The consumption of f...

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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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Growing demand for higher quality coffee delivers robust performance  
Coffee prices soar in 2024 due to hyperinflation and devaluation of the local currency  
Foodservice sales enjoy dynamic growth

#### PROSPECTS AND OPPORTUNITIES

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Average unit prices of other hot drinks rise sharply

#### PROSPECTS AND OPPORTUNITIES

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