

Tea in Turkey

Market Direction | 2024-11-18 | 22 pages | Euromonitor

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Report description:

In 2024, retail sales of tea in Turkey experienced moderate volume growth. Black tea is the national drink in Turkey and thus it is a mature category with somewhat limited scope for strong growth. Despite this, sales continued to rise in tandem with population growth and the concerted marketing efforts of companies through advertising and promotions. Additionally, the introduction of differentiated tea products, such as Lipton Chai Tea Latte is stimulating volume growth.

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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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