

Bottled Water in Turkey

Market Direction | 2024-11-25 | 31 pages | Euromonitor

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Report description:

In 2024, bottled water experienced steady volume growth, largely due to the dominance of still bottled water. Tap water in Turkey is generally of low quality and so bottled water is favoured in both urban and increasingly rural areas. However, the rising adoption of under-sink-use-at-home water filter systems is restraining the growth of still bottled water sales. Such devices allow consumers to improve the quality of their tap water and thus they have little need to purchase bottled water. Thes...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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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