

Soft Drinks in Turkey

Market Direction | 2024-11-25 | 81 pages | Euromonitor

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Report description:

Soft drinks in Turkey posted robust volume growth over 2024, showing a notable increase on the previous year when sales were weakened by a devastating earthquake. Current value growth soared in high double-digits for the third consecutive year, driven by rising unit prices. The primary cause of this price surge was the significant devaluation of the Turkish Lira, which led to higher costs of imported raw materials, as well as increased costs across the value chain, including manufacturing, packagi...

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

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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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