

Hot Drinks in Turkey

Industry Report | 2025-08-28 | 44 pages | MarketLine

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Report description:

Hot Drinks in Turkey

Summary

Hot Drinks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The hot drinks market includes retail sales of hot coffee, hot tea, and other hot drinks. The hot coffee segment includes coffee beans, decaffeinated instant coffee, standard instant coffee, ground coffee, and ground coffee pods. Hot tea segment covers black specialty tea, fruit and herbal tea, green tea, instant tea, tea pods, etc. Other hot drinks segment includes chocolate-based hot drinks, malt-based hot drinks, mate, roasted grain hot drinks, etc. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Turkish hot drinks market recorded revenues of \$3,477.9 million in 2024, representing a compound annual growth rate (CAGR) of 2.9% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 0.8% between 2019-24, reaching a total of 424.1 million kilograms in 2024.
- The moderate growth of the Turkish hot drinks market growth during the review period (2019-24) was driven by rising disposable incomes and increasing urbanization. For instance, according to the World Bank (WB), in 2024, the urban population in Turkey reached 66.8 million, up 6.3% from 2019, reflecting a continued migration toward urban centers.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, and leading players in the hot drinks market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the hot drinks market in Turkey
- Leading company profiles reveal details of key hot drinks market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey hot drinks market with five year forecasts

Reasons to Buy

- What was the size of the Turkey hot drinks market by value in 2024?
- What will be the size of the Turkey hot drinks market in 2029?
- What factors are affecting the strength of competition in the Turkey hot drinks market?
- How has the market performed over the last five years?
- How large is Turkey's hot drinks market in relation to its regional counterparts?

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