

Akyürek Pazarlama in Hot Drinks (Turkey)

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Abstracts

Akyurek Pazarlama plans to increase its share within coffee and become the third player by 2020 through expanding its presence on the shelves of grocery retailers throughout the country. To this end, the company invests in television and outdoor advertisements.

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

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