

HW Hot Drinks in Turkey

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Abstracts

Tea consumption in Turkey is vast, with most consumers drinking tea daily, and most tea produced within the country. According to the World Tea Committee, Turkey is the number one country by per capita consumption of tea. The tea industry in Turkey has a remarkable heritage, with 830,000 decares of local tea farming, and an annual harvest of 1.35 million tonnes of tea, with 24% of all farms belonging to the public sector. UNESCO even recently added “Turkish tea culture” to the Intangible Cultural...

Euromonitor International's HW Hot Drinks in Turkey report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW Hot 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.

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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HEALTH AND WELLNESS IN TURKEY

EXECUTIVE SUMMARY

Overview

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