

# Mey İçki San ve Tic AS in Alcoholic Drinks (Turkey)

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## Abstracts

Mey İçki San is the leader in spirits and the third player in wine. The company's strategic direction is aimed at preserving its position as a strong leader in the alcoholic drinks market. The company faces challenges from both local and multinational brands, although its strongest competitors are domestic companies such as Kavaklıdere and Doluca in wine and emerging companies such as Efe Alkollü İçecekler in aniseed-flavoured spirits. The company aims to become the leading player in wine in Tur...

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

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