

# Organic Beverages in Turkey

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## Abstracts

In 2021, organic tea volume sales constituted the dominant share of total organic beverages volume sales. Within organic tea, Cay Isletmeleri Genel M?d?rl?g? (Caykur) was the dominant company with 71% value share under organic black tea and 80% value share under organic green tea. Thus, the sales growth of organic beverages largely depended on the sales performance of Caykur. The company's value sales of organic tea saw double digit growth in 2020 and 2021, which largely stemmed from good harvests...

Euromonitor International's Organic Beverages 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** Organic Hot Drinks, Organic Soft 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 Organic Beverages 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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