

Turkey Craft Beer Market Size, Share, Trends and Forecast by Product Type, Age Group, Distribution Channel, and Region, 2026-2034

<https://marketpublishers.com/r/T711C6241907EN.html>

Date: August 2026

Pages: 117

Price: US\$ 2,999.00 (Single User License)

ID: T711C6241907EN

Abstracts

The Turkey Craft Beer market size reached USD 2.0 Billion in 2025. The market is projected to reach USD 4.4 Billion by 2034, exhibiting a growth rate (CAGR) of 8.57% during 2026-2034. The market is experiencing slow growth, fueled by rising interest in premiums and locally produced beers. Younger adults and urban dwellers are leading demand for alternative flavors and artisan brewing methods. Though classic distribution via bars and restaurants continues, e-tail and specialty retail channels are broadening visibility and accessibility. The market is also fostered by changing taste trends and cultural acceptability towards international beverage influences. These advancements are continuously improving the Turkey craft beer market share.

TURKEY CRAFT BEER MARKET TRENDS:

Flavor Innovation Reflects Local Heritage

Turkey's craft beer scene is experiencing a surge in flavor experimentation rooted in regional traditions and local ingredients. Brewers are integrating Turkish staples such as pomegranate, cherry, and locally harvested honey into lagers, sours, and pale ales to create unique brews with cultural resonance. Throughout 2024, events like regional tastings and festivals have highlighted these heritage-driven beers, offering consumers deeper insight into flavor origins and artisanal brewing techniques. Breweries in cities like Istanbul and Izmir are actively promoting these locally inspired blends through curated pairing sessions and community-led tastings. This movement showcases how cultural authenticity and culinary innovation are defining modern craft brewing in Turkey. These efforts align closely with evolving Turkey craft beer market trends, emphasizing differentiation, storytelling, and regional identity. As this approach gains momentum,

local producers are strengthening their market presence amid increasing domestic and international competition while also appealing to domestic consumers and international visitors. The fusion of traditional ingredients with contemporary brewing methods establishes a strong foundation for long-term market growth and resilience.

Festival Expansion Accelerates Growth

The Turkish craft beer sector witnessed notable expansion in 2024, marked by an uptick in beer festivals and new taproom openings across the country. High-traffic events in Istanbul and Ankara drew large, enthusiastic crowds eager to explore unique small-batch brews and experimental lagers. These gatherings foster community engagement and promoting the artisanal movement by creating direct feedback loops between brewers and consumers. Meanwhile, the rise of taprooms especially in emerging markets like Izmir and Antalya has improved access to fresh, innovative craft beer and reinforced experiential consumption. This environment supports increasing Turkey craft beer market growth, as visibility and public interest in the category continue to climb. Beyond urban centers, regional penetration is gaining pace, adding geographic diversity and expanding reach. Enhanced consumer loyalty, strengthened distribution, and vibrant event culture are shaping a robust platform for sustained development. These factors indicate a structurally evolving landscape where demand is being met with both cultural relevance and consistent innovation.

Sustainability & Digital Traceability Shape Future

In 2025, Turkish craft breweries are actively incorporating sustainability initiatives and digital engagement into their long-term strategies. Breweries are investing in environmentally friendly practices ranging from energy-efficient brewing systems and recyclable cans to waste reduction and water-saving technologies. Many also emphasize transparency, with QR-code labeling, digital storytelling, and virtual tasting sessions allowing customers to trace ingredients and learn about eco-friendly practices. This intersection of innovation and accountability aligns with changing expectations among modern consumers, particularly younger demographics who prioritize ethical consumption and sustainability. The combination of mindful production methods with real-time consumer engagement is redefining brand loyalty and authenticity in the sector. These priorities underscore emerging market, as values-driven consumers seek brands that align with environmental stewardship and quality craftsmanship. By embracing traceability and green brewing processes, Turkey's craft beer industry is creating a future-ready model that resonates with evolving market needs and regulatory focus. This positions the sector for enduring competitiveness, built on both social trust

and innovative agility.

TURKEY CRAFT BEER MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product type, age group, and distribution channel.

Product Type Insights:

Ales

Lagers

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes ales, lagers, and others.

Age Group Insights:

21–35 Years Old

40–54 Years Old

55 Years and Above

A detailed breakup and analysis of the market based on the age group have also been provided in the report. This includes 21–35 years old, 40–54 years old, and 55 years and above.

Distribution Channel Insights:

On-Trade

Off-Trade

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes on-trade and off-trade.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Blacksea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Blacksea, and Eastern Anatolia.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Turkey craft beer market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey craft beer market on the basis of product type?

What is the breakup of the Turkey craft beer market on the basis of age group?

What is the breakup of the Turkey craft beer market on the basis of distribution channel?

What is the breakup of the Turkey craft beer market on the basis of region?
What are the various stages in the value chain of the Turkey craft beer market?
What are the key driving factors and challenges in the Turkey craft beer?
What is the structure of the Turkey craft beer market and who are the key players?
What is the degree of competition in the Turkey craft beer market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 TURKEY CRAFT BEER MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 TURKEY CRAFT BEER MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 TURKEY CRAFT BEER MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Ales
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Lagers
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Others

6.3.1 Historical and Current Market Trends (2020-2025)

6.3.2 Market Forecast (2026-2034)

7 TURKEY CRAFT BEER MARKET - BREAKUP BY AGE GROUP

7.1 21–35 Years Old

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 40–54 Years Old

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 55 Years and Above

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

8 TURKEY CRAFT BEER MARKET - BREAKUP BY DISTRIBUTION CHANNEL

8.1 On-Trade

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Off-Trade

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

9 TURKEY CRAFT BEER MARKET – BREAKUP BY REGION

9.1 Marmara

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Product Type

9.1.4 Market Breakup by Age Group

9.1.5 Market Breakup by Distribution Channel

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Central Anatolia

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Breakup by Product Type

9.2.4 Market Breakup by Age Group

9.2.5 Market Breakup by Distribution Channel

9.2.6 Key Players

9.2.7 Market Forecast (2026-2034)

9.3 Mediterranean

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Breakup by Product Type

9.3.4 Market Breakup by Age Group

9.3.5 Market Breakup by Distribution Channel

9.3.6 Key Players

9.3.7 Market Forecast (2026-2034)

9.4 Aegean

9.4.1 Overview

9.4.2 Historical and Current Market Trends (2020-2025)

9.4.3 Market Breakup by Product Type

9.4.4 Market Breakup by Age Group

9.4.5 Market Breakup by Distribution Channel

9.4.6 Key Players

9.4.7 Market Forecast (2026-2034)

9.5 Southeastern Anatolia

9.5.1 Overview

9.5.2 Historical and Current Market Trends (2020-2025)

9.5.3 Market Breakup by Product Type

9.5.4 Market Breakup by Age Group

9.5.5 Market Breakup by Distribution Channel

9.5.6 Key Players

9.5.7 Market Forecast (2026-2034)

9.6 Blacksea

9.6.1 Overview

9.6.2 Historical and Current Market Trends (2020-2025)

9.6.3 Market Breakup by Product Type

9.6.4 Market Breakup by Age Group

9.6.5 Market Breakup by Distribution Channel

9.6.6 Key Players

9.6.7 Market Forecast (2026-2034)

9.7 Eastern Anatolia

9.7.1 Overview

9.7.2 Historical and Current Market Trends (2020-2025)

9.7.3 Market Breakup by Product Type

9.7.4 Market Breakup by Age Group

9.7.5 Market Breakup by Distribution Channel

9.7.6 Key Players

9.7.7 Market Forecast (2026-2034)

10 TURKEY CRAFT BEER MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

10.4 Top Winning Strategies

10.5 Competitive Dashboard

10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

11.1 Company A

11.1.1 Business Overview

11.1.2 Products Offered

11.1.3 Business Strategies

11.1.4 SWOT Analysis

11.1.5 Major News and Events

11.2 Company B

11.2.1 Business Overview

11.2.2 Products Offered

11.2.3 Business Strategies

11.2.4 SWOT Analysis

11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Products Offered

11.3.3 Business Strategies

- 11.3.4 SWOT Analysis
- 11.3.5 Major News and Events
- 11.4 Company D
 - 11.4.1 Business Overview
 - 11.4.2 Products Offered
 - 11.4.3 Business Strategies
 - 11.4.4 SWOT Analysis
 - 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Products Offered
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 TURKEY CRAFT BEER MARKET - INDUSTRY ANALYSIS

- 12.1 Drivers, Restraints, and Opportunities
 - 12.1.1 Overview
 - 12.1.2 Drivers
 - 12.1.3 Restraints
 - 12.1.4 Opportunities
- 12.2 Porters Five Forces Analysis
 - 12.2.1 Overview
 - 12.2.2 Bargaining Power of Buyers
 - 12.2.3 Bargaining Power of Suppliers
 - 12.2.4 Degree of Competition
 - 12.2.5 Threat of New Entrants
 - 12.2.6 Threat of Substitutes
- 12.3 Value Chain Analysis

13 APPENDIX

I would like to order

Product name: Turkey Craft Beer Market Size, Share, Trends and Forecast by Product Type, Age Group, Distribution Channel, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/T711C6241907EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T711C6241907EN.html>