

Beer & Cider in Turkey

<https://marketpublishers.com/r/B5843E8354CEN.html>

Date: February 2020

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: B5843E8354CEN

Abstracts

Beer & Cider in Turkey

SUMMARY

Beer & Cider in Turkey industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The beer and cider market consists of the retail sale of beer and cider. The beer segment consists of ale, dark beer, lager, stout, flavored beer, wheat beer, beer mixes and seasonal beer. The cider segment consists of apple cider, flavored cider, pear cider and seasonal cider. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The Turkish beer & cider market had total revenues of \$3,620.9m in 2018, representing a compound annual growth rate (CAGR) of 6% between 2014 and 2018.

Market consumption volumes declined with a compound annual rate of change (CARC) of - 0.6% between 2014%li%2018, to reach a total of 923.1 million liters in 2018.

Economic volatility, coupled with military coup attempt along with several

terrorist attacks, adversely affected the demand for beer & cider in the country

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the beer & cider market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the beer & cider market in Turkey

Leading company profiles reveal details of key beer & cider market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey beer & cider market with five year forecasts

REASONS TO BUY

What was the size of the Turkey beer & cider market by value in 2018?

What will be the size of the Turkey beer & cider market in 2023?

What factors are affecting the strength of competition in the Turkey beer & cider market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's beer & cider market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Turkish beer and cider market?
- 7.3. Which companies have been most successful at increasing their market shares in the last four years?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the largest deals in the beer and cider market in recent years?

8 COMPANY PROFILES

- 8.1. Anadolu Efes Biracilik ve Malt San AS
- 8.2. Carlsberg A/S
- 8.3. Molson Coors Brewing Company

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Turkey beer & cider market value: \$ million, 2014-18
- Table 2: Turkey beer & cider market volume: million liters, 2014-18
- Table 3: Turkey beer & cider market category segmentation: \$ million, 2018
- Table 4: Turkey beer & cider market geography segmentation: \$ million, 2018
- Table 5: Turkey beer & cider market distribution: % share, by value, 2018
- Table 6: Turkey beer & cider market value forecast: \$ million, 2018-23
- Table 7: Turkey beer & cider market volume forecast: million liters, 2018-23
- Table 8: Turkey beer & cider market share: % share, by value, 2018
- Table 9: Anadolu Efes Biracilik ve Malt San AS: key facts
- Table 10: Anadolu Efes Biracilik ve Malt San AS: Annual Financial Ratios
- Table 11: Anadolu Efes Biracilik ve Malt San AS: Key Employees
- Table 12: Carlsberg A/S: key facts
- Table 13: Carlsberg A/S: Annual Financial Ratios
- Table 14: Carlsberg A/S: Key Employees
- Table 15: Molson Coors Brewing Company: key facts
- Table 16: Molson Coors Brewing Company: Annual Financial Ratios
- Table 17: Molson Coors Brewing Company: Key Employees
- Table 18: Molson Coors Brewing Company: Key Employees Continued
- Table 19: Turkey size of population (million), 2014-18
- Table 20: Turkey gdp (constant 2005 prices, \$ billion), 2014-18
- Table 21: Turkey gdp (current prices, \$ billion), 2014-18
- Table 22: Turkey inflation, 2014-18
- Table 23: Turkey consumer price index (absolute), 2014-18
- Table 24: Turkey exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

- Figure 1: Turkey beer & cider market value: \$ million, 2014-18
- Figure 2: Turkey beer & cider market volume: million liters, 2014-18
- Figure 3: Turkey beer & cider market category segmentation: % share, by value, 2018
- Figure 4: Turkey beer & cider market geography segmentation: % share, by value, 2018
- Figure 5: Turkey beer & cider market distribution: % share, by value, 2018
- Figure 6: Turkey beer & cider market value forecast: \$ million, 2018-23
- Figure 7: Turkey beer & cider market volume forecast: million liters, 2018-23
- Figure 8: Forces driving competition in the beer & cider market in Turkey, 2018
- Figure 9: Drivers of buyer power in the beer & cider market in Turkey, 2018
- Figure 10: Drivers of supplier power in the beer & cider market in Turkey, 2018
- Figure 11: Factors influencing the likelihood of new entrants in the beer & cider market in Turkey, 2018
- Figure 12: Factors influencing the threat of substitutes in the beer & cider market in Turkey, 2018
- Figure 13: Drivers of degree of rivalry in the beer & cider market in Turkey, 2018
- Figure 14: Turkey beer & cider market share: % share, by value, 2018

COMPANIES MENTIONED

Anadolu Efes Biracilik ve Malt San AS
Carlsberg A/S
Molson Coors Brewing Company

I would like to order

Product name: Beer & Cider in Turkey

Product link: <https://marketpublishers.com/r/B5843E8354CEN.html>

Price: US\$ 350.00 (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/B5843E8354CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970