

# Carbonated Soft Drinks in Turkey - Market Summary, Competitive Analysis and Forecast to 2024

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## Abstracts

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### SUMMARY

Carbonated Soft Drinks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The carbonated soft drinks market consists of retail sale of carbonated drinks. However, the total market volume for carbonated soft drinks market excludes powder concentrates, which are included in the market value. 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 2019 exchange rates.

The Turkish carbonated soft drinks market had total revenues of \$2.3bn in 2019, representing a compound annual growth rate (CAGR) of 15.2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.5% between 2015-2019, to reach a total of 3.2 billion liters in 2019.

Rising disposable income and increasing purchasing power primarily supported the carbonated soft drinks market growth in the country.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the carbonated soft drinks market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the carbonated soft drinks market in Turkey

Leading company profiles reveal details of key carbonated soft drinks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey carbonated soft drinks market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Turkey carbonated soft drinks market by value in 2019?

What will be the size of the Turkey carbonated soft drinks market in 2024?

What factors are affecting the strength of competition in the Turkey carbonated soft drinks market?

How has the market performed over the last five years?

Who are the top competitors in Turkey's carbonated soft drinks 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. Geography segmentation
- 1.6. Market share
- 1.7. Market rivalry
- 1.8. 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. Geography segmentation
- 4.2. 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. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the Turkish carbonated soft drinks sector?
- 7.3. Which companies have been most successful in increasing their market shares in the last 4 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?

## **8 COMPANY PROFILES**

- 8.1. The Coca-Cola Co
- 8.2. PepsiCo Inc
- 8.3. BIM Birlesik Magazalar AS

## **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 carbonated soft drinks market value: \$ million, 2015-19
- Table 2: Turkey carbonated soft drinks market volume: million liters, 2015-19
- Table 3: Turkey carbonated soft drinks market geography segmentation: \$ million, 2019
- Table 4: Turkey carbonated soft drinks market distribution: % share, by volume, 2019
- Table 5: Turkey carbonated soft drinks market value forecast: \$ million, 2019-24
- Table 6: Turkey carbonated soft drinks market volume forecast: million liters, 2019-24
- Table 7: Turkey carbonated soft drinks market share: % share, by volume, 2019
- Table 9: The Coca-Cola Co: Key Employees
- Table 10: The Coca-Cola Co: Key Employees Continued
- Table 11: The Coca-Cola Co: Key Employees Continued
- Table 12: The Coca-Cola Co: Key Employees Continued
- Table 14: PepsiCo Inc: Key Employees
- Table 15: PepsiCo Inc: Key Employees Continued
- Table 16: PepsiCo Inc: Key Employees Continued
- Table 17: PepsiCo Inc: Key Employees Continued
- Table 19: BIM Birlesik Magazalar AS: Key Employees
- Table 20: Turkey size of population (million), 2015-19
- Table 21: Turkey gdp (constant 2005 prices, \$ billion), 2015-19
- Table 22: Turkey gdp (current prices, \$ billion), 2015-19
- Table 23: Turkey inflation, 2015-19
- Table 24: Turkey consumer price index (absolute), 2015-19
- Table 25: Turkey exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Turkey carbonated soft drinks market value: \$ million, 2015-19

Figure 2: Turkey carbonated soft drinks market volume: million liters, 2015-19

Figure 3: Turkey carbonated soft drinks market geography segmentation: % share, by value, 2019

Figure 4: Turkey carbonated soft drinks market distribution: % share, by volume, 2019

Figure 5: Turkey carbonated soft drinks market value forecast: \$ million, 2019-24

Figure 6: Turkey carbonated soft drinks market volume forecast: million liters, 2019-24

Figure 7: Forces driving competition in the carbonated soft drinks market in Turkey, 2019

Figure 8: Drivers of buyer power in the carbonated soft drinks market in Turkey, 2019

Figure 9: Drivers of supplier power in the carbonated soft drinks market in Turkey, 2019

Figure 10: Drivers of degree of rivalry in the carbonated soft drinks market in Turkey, 2019

Figure 11: Turkey carbonated soft drinks market share: % share, by volume, 2019

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