

Carbonated Soft Drinks in Turkey

<https://marketpublishers.com/r/C1B9B953BD0EN.html>

Date: January 2020

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: C1B9B953BD0EN

Abstracts

Carbonated Soft Drinks in Turkey

SUMMARY

Carbonated Soft Drinks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, 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 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 2018 exchange rates.

The Turkish carbonated soft drinks market had total revenues of \$2,279.5m in 2018, representing a compound annual growth rate (CAGR) of 14.1% between 2014 and 2018.

Market consumption volume increased with a CAGR of 1.3% between 2014-2018, to reach a total of 3,346.5 million liters in 2018.

Rising disposable incomes among middle class population primarily supported the growth of carbonated soft drinks market 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 2018?

What will be the size of the Turkey carbonated soft drinks market in 2023?

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 4 years??
- 7.5. What are the most popular brands in the market?
- 7.6. What have been the largest deals in the Turkish softdrinks market in recent years?

8 COMPANY PROFILES

- 8.1. Coca-Cola Icecek A.S.
- 8.2. PepsiCo Inc
- 8.3. Ulker Biskuvi Sanayi A.S.

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, 2014-18
- Table 2: Turkey carbonated soft drinks market volume: million liters, 2014-18
- Table 3: Turkey carbonated soft drinks market geography segmentation: \$ million, 2018
- Table 4: Turkey carbonated soft drinks market distribution: % share, by value, 2018
- Table 5: Turkey carbonated soft drinks market value forecast: \$ million, 2018-23
- Table 6: Turkey carbonated soft drinks market volume forecast: million liters, 2018-23
- Table 7: Turkey carbonated soft drinks market share: % share, by value, 2018
- Table 8: Coca-Cola Icecek A.S.: key facts
- Table 9: Coca-Cola Icecek A.S.: Annual Financial Ratios
- Table 10: Coca-Cola Icecek A.S.: Key Employees
- Table 11: PepsiCo Inc: key facts
- Table 12: PepsiCo Inc: Annual Financial Ratios
- Table 13: PepsiCo Inc: Key Employees
- Table 14: PepsiCo Inc: Key Employees Continued
- Table 15: Ulker Biskuvi Sanayi A.S.: key facts
- Table 16: Ulker Biskuvi Sanayi A.S.: Annual Financial Ratios
- Table 17: Ulker Biskuvi Sanayi A.S.: Key Employees
- Table 18: Turkey size of population (million), 2014-18
- Table 19: Turkey gdp (constant 2005 prices, \$ billion), 2014-18
- Table 20: Turkey gdp (current prices, \$ billion), 2014-18
- Table 21: Turkey inflation, 2014-18
- Table 22: Turkey consumer price index (absolute), 2014-18
- Table 23: Turkey exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Turkey carbonated soft drinks market value: \$ million, 2014-18

Figure 2: Turkey carbonated soft drinks market volume: million liters, 2014-18

Figure 3: Turkey carbonated soft drinks market geography segmentation: % share, by value, 2018

Figure 4: Turkey carbonated soft drinks market distribution: % share, by value, 2018

Figure 5: Turkey carbonated soft drinks market value forecast: \$ million, 2018-23

Figure 6: Turkey carbonated soft drinks market volume forecast: million liters, 2018-23

Figure 7: Forces driving competition in the carbonated soft drinks market in Turkey, 2018

Figure 8: Drivers of buyer power in the carbonated soft drinks market in Turkey, 2018

Figure 9: Drivers of supplier power in the carbonated soft drinks market in Turkey, 2018

Figure 10: Drivers of degree of rivalry in the carbonated soft drinks market in Turkey, 2018

Figure 11: Turkey carbonated soft drinks market share: % share, by value, 2018

COMPANIES MENTIONED

Coca-Cola Icecek A.S.

PepsiCo Inc

Ulker Biskuvi Sanayi A.S.

I would like to order

Product name: Carbonated Soft Drinks in Turkey

Product link: <https://marketpublishers.com/r/C1B9B953BD0EN.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/C1B9B953BD0EN.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