

# Hot Drinks in Turkey

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## Abstracts

Hot Drinks in Turkey

### SUMMARY

Hot Drinks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Essential resource for top-line data and analysis covering the Mexico internet access market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The hot drinks market consists of the retail sales of coffee, tea and other hot drinks. The coffee segment consists of instant coffee, roast and ground coffee and coffee beans. The tea segment consists of black specialty tea, fruit and herbal tea, green tea, instant tea and tea pods. The other hot drinks segment consists of chocolate-based hot drinks and malt-based hot drinks. 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 2017 exchange rates.

The Turkish hot drinks market had total revenues of \$2,345.3m in 2017, representing a compound annual growth rate (CAGR) of 6.5% between 2013 and 2017.

Market consumption volume increased with a CAGR of 1.2% between 2013 and 2017, to reach a total of 257.5 million kilograms in 2017.

Economic expansion during the review period widened the scope for consumers to spend more on food and drinks products.

## **SCOPE**

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

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

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

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

## **REASONS TO BUY**

What was the size of the Turkey hot drinks market by value in 2017?

What will be the size of the Turkey hot drinks market in 2022?

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

How has the market performed over the last five years?

Who are the top competitors in Turkey's hot drinks market?

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### COMPANIES MENTIONED

The Coca-Cola Co  
Cay Isletmeleri Genel Mudurlugu  
Nestlé SA  
Unilever N.V.

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