

Packaged Water in Turkey - Market Summary, Competitive Analysis and Forecast to 2024

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Abstracts

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SUMMARY

Packaged Water in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 packaged water market consists of the retail sale of all potable water without added mineral/vitamin enhancement, flavorings, or sugar/sweeteners, sold in bottles/containers of up to and including 10 liters. The market includes still water, mineral water, carbonated water, and table water. 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 packaged water market had total revenues of \$1,911.4m in 2019, representing a compound annual growth rate (CAGR) of 17.5% between 2015 and 2019.

Market consumption volume increased with a CAGR of 4.2% between 2015-2019, to reach a total of 5,287.1 million liters in 2019.

There is growing awareness of health related issues due to the consumption carbonated drinks.

SCOPE

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

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

Leading company profiles reveal details of key packaged water market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey packaged water market with five year forecasts

REASONS TO BUY

What was the size of the Turkey packaged water market by value in 2019?

What will be the size of the Turkey packaged water market in 2024?

What factors are affecting the strength of competition in the Turkey packaged water market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's packaged water 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. 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?

7.3. Which companies were the most successful at increasing their market share during 2015-2019?

7.4. Which companies' market shares suffered during the same period?

7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

8.1. Nestle SA

8.2. Danone SA

8.3. The Coca-Cola Co

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 packaged water market value: \$ million, 2015-19
Table 2: Turkey packaged water market volume: million liters, 2015-19
Table 3: Turkey packaged water market geography segmentation: \$ million, 2019
Table 4: Turkey packaged water market distribution: % share, by value, 2019
Table 5: Turkey packaged water market value forecast: \$ million, 2019-24
Table 6: Turkey packaged water market volume forecast: million liters, 2019-24
Table 7: Turkey packaged water market share: % share, by value, 2019
Table 8: Nestle SA: key facts
Table 9: Nestle SA: Annual Financial Ratios
Table 10: Nestle SA: Key Employees
Table 11: Nestle SA: Key Employees Continued
Table 12: Danone SA: key facts
Table 13: Danone SA: Annual Financial Ratios
Table 14: Danone SA: Key Employees
Table 15: The Coca-Cola Co: key facts
Table 16: The Coca-Cola Co: Annual Financial Ratios
Table 17: The Coca-Cola Co: Key Employees
Table 18: The Coca-Cola Co: Key Employees Continued
Table 19: The Coca-Cola Co: Key Employees Continued
Table 20: The Coca-Cola Co: Key Employees Continued
Table 21: Turkey size of population (million), 2015-19
Table 22: Turkey gdp (constant 2005 prices, \$ billion), 2015-19
Table 23: Turkey gdp (current prices, \$ billion), 2015-19
Table 24: Turkey inflation, 2015-19
Table 25: Turkey consumer price index (absolute), 2015-19
Table 26: Turkey exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Turkey packaged water market value: \$ million, 2015-19

Figure 2: Turkey packaged water market volume: million liters, 2015-19

Figure 3: Turkey packaged water market geography segmentation: % share, by value, 2019

Figure 4: Turkey packaged water market distribution: % share, by value, 2019

Figure 5: Turkey packaged water market value forecast: \$ million, 2019-24

Figure 6: Turkey packaged water market volume forecast: million liters, 2019-24

Figure 7: Forces driving competition in the packaged water market in Turkey, 2019

Figure 8: Drivers of buyer power in the packaged water market in Turkey, 2019

Figure 9: Drivers of supplier power in the packaged water market in Turkey, 2019

Figure 10: Factors influencing the likelihood of new entrants in the packaged water market in Turkey, 2019

Figure 11: Factors influencing the threat of substitutes in the packaged water market in Turkey, 2019

Figure 12: Drivers of degree of rivalry in the packaged water market in Turkey, 2019

Figure 13: Turkey packaged water market share: % share, by value, 2019

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