

Soft Drinks in Turkey

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Abstracts

Soft Drinks in Turkey

Summary

Soft Drinks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The soft drinks market consists of retail sale carbonates, squash/syrups, nectars, energy drinks, juice, packaged water, sports drinks, iced/RTD tea drinks, flavored water, still drinks, enhanced water, fruit powders, bulk/HOD water, and iced/RTD coffee drinks. However, the total market volume for 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 2023 exchange rates.

The Turkish Soft Drinks market had total revenues of \$7,260.7 million in 2023, representing a compound annual growth rate (CAGR) of 0.5% between 2018 and 2023.

Market consumption volumes declined with a negative CAGR of 0.1% between 2018 and 2023, to reach a total of 16,099.9 million liters in 2023.

The performance of the market is forecast to decline, with an anticipated CAGR

of -8.3% for the five-year period 2023-2028, which is expected to drive the market to a value of \$4,709.4 million by the end of 2028.

Scope

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

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

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

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

Reasons to Buy

What was the size of the Turkey soft drinks market by value in 2023?

What will be the size of the Turkey soft drinks market in 2028?

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

How has the market performed over the last five years?

What are the main segments that make up Turkey's soft drinks market?

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