

# Spirits in Turkey - Market Summary, Competitive Analysis and Forecast, 2016-2025

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## Abstracts

Spirits in Turkey - Market Summary, Competitive Analysis and Forecast, 2016-2025

### SUMMARY

Spirits in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The spirits market consists of the sale of brandy, gin and genever, liqueurs, rum, specialty spirits, tequila and mezcal, vodka and whiskey. 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 2020 exchange rates.

The Turkish spirits market had total revenues of \$2.2bn in 2020, representing a compound annual growth rate (CAGR) of 1.4% between 2016 and 2020.

Market consumption volume increased with a CAGR of 0.3% between 2016-2020, to reach a total of 69.5 million litres in 2020.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.9% for the five-year period 2020 - 2025, which is expected to drive the market to a value of \$2.6bn by the end of 2025.

## SCOPE

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

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

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

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

## REASONS TO BUY

What was the size of the Turkey spirits market by value in 2020?

What will be the size of the Turkey spirits market in 2025?

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

How has the market performed over the last five years?

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

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