

# Spirits in Turkey

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## Abstracts

Spirits in Turkey

### Summary

Spirits in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 spirits market consists of the sale of brandy, gin & genever, liqueurs, rum, specialty spirits, tequila & 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 2019 exchange rates.

The Turkish spirits market had total revenues of \$2,958.2m in 2019, representing a compound annual growth rate (CAGR) of 4.6% between 2015 and 2019.

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Despite unstable economic conditions such as rising unemployment rates and declining consumer purchasing power the market recorded strong growth during the review period.

## 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 2019?

What will be the size of the Turkey spirits market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in Turkey's spirits market?

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### COMPANIES MENTIONED

Diageo plc  
Efe Raki  
Antalya Alkollu Icecek San ve Tic AS

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