

Turkey Functional Drinks Market Summary, Competitive Analysis and Forecast to 2026

<https://marketpublishers.com/r/T0847E8342ABEN.html>

Date: February 2023

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: T0847E8342ABEN

Abstracts

Turkey Functional Drinks Market @Summary, Competitive Analysis and Forecast to 2026

SUMMARY

Functional Drinks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The functional drinks market consists of retail sale of sports drinks and energy drinks. Sports drinks are defined as drinks with performance-enhancing properties, described as 'isotonic', 'hypertonic' or 'hypotonic'. Energy drinks are defined as those with energy-enhancing properties; mainly carbonated and containing stimulants such as caffeine, taurine, guarana, glucuronolactone, yerba mate, along with glucose syrup (corn syrup) and maltodextrin. 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 2021 exchange rates.

The Turkish functional drinks market had total revenues of \$311.0m in 2021, representing a compound annual growth rate (CAGR) of 22.8% between 2016 and 2021.

Market consumption volume increased with a CAGR of 6.7% between 2016 and 2021, to reach a total of 87.9 million litres in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 38.7% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$1,597.9m by the end of 2026.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Turkey functional drinks market by value in 2021?

What will be the size of the Turkey functional drinks market in 2026?

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

How has the market performed over the last five years?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. 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. Category segmentation
- 4.2. Geography segmentation
- 4.3. 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 in the Turkish functional drinks market?
- 7.3. Which companies were most successful in increasing their market shares between 2016 and 2021?
- 7.4. Which companies market shares suffered between 2016 and 2021?
- 7.5. What are the most popular brands in the functional drinks market?

8 COMPANY PROFILES

- 8.1. Red Bull GmbH
- 8.2. Monster Beverage Corp
- 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 functional drinks market value: \$ million, 2016–21
- Table 2: Turkey functional drinks market volume: million liters, 2016–21
- Table 3: Turkey functional drinks market category segmentation: % share, by value, 2016–2021
- Table 4: Turkey functional drinks market category segmentation: \$ million, 2016-2021
- Table 5: Turkey functional drinks market geography segmentation: \$ million, 2021
- Table 6: Turkey functional drinks market distribution: % share, by volume, 2021
- Table 7: Turkey functional drinks market value forecast: \$ million, 2021–26
- Table 8: Turkey functional drinks market volume forecast: million liters, 2021–26
- Table 9: Turkey functional drinks market share: % share, by volume, 2021
- Table 10: Red Bull GmbH: key facts
- Table 11: Red Bull GmbH: Key Employees
- Table 12: Monster Beverage Corp: key facts
- Table 13: Monster Beverage Corp: Annual Financial Ratios
- Table 14: Monster Beverage Corp: 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: Turkey size of population (million), 2017–21
- Table 21: Turkey gdp (constant 2005 prices, \$ billion), 2017–21
- Table 22: Turkey gdp (current prices, \$ billion), 2017–21
- Table 23: Turkey inflation, 2017–21
- Table 24: Turkey consumer price index (absolute), 2017–21
- Table 25: Turkey exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

Figure 1: Turkey functional drinks market value: \$ million, 2016–21

Figure 2: Turkey functional drinks market volume: million liters, 2016–21

Figure 3: Turkey functional drinks market category segmentation: \$ million, 2016-2021

Figure 4: Turkey functional drinks market geography segmentation: % share, by value, 2021

Figure 5: Turkey functional drinks market distribution: % share, by volume, 2021

Figure 6: Turkey functional drinks market value forecast: \$ million, 2021–26

Figure 7: Turkey functional drinks market volume forecast: million liters, 2021–26

Figure 8: Forces driving competition in the functional drinks market in Turkey, 2021

Figure 9: Drivers of buyer power in the functional drinks market in Turkey, 2021

Figure 10: Drivers of supplier power in the functional drinks market in Turkey, 2021

Figure 11: Factors influencing the likelihood of new entrants in the functional drinks market in Turkey, 2021

Figure 12: Factors influencing the threat of substitutes in the functional drinks market in Turkey, 2021

Figure 13: Drivers of degree of rivalry in the functional drinks market in Turkey, 2021

Figure 14: Turkey functional drinks market share: % share, by volume, 2021

I would like to order

Product name: Turkey Functional Drinks Market Summary, Competitive Analysis and Forecast to 2026

Product link: <https://marketpublishers.com/r/T0847E8342ABEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T0847E8342ABEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970