

Turkey Functional Drinks Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/T3A7706BF48CEN.html>

Date: November 2023

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: T3A7706BF48CEN

Abstracts

Turkey Functional Drinks Market Summary, Competitive Analysis and Forecast to 2027

Summary

Functional Drinks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). 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 2022 exchange rates.

The Turkish Functional Drinks market had total revenues of \$402.9 million in 2022, representing a compound annual growth rate (CAGR) of 40.3% between 2017 and 2022.

Market consumption volume increased with a CAGR of 11% between 2017 and

2022, to reach a total of 116.9 million liters in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 44.8% for the five-year period 2022 to 2027, which is expected to drive the market to a value of \$2,568.7 million by the end of 2027.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, 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 by both value and volume

Reasons to Buy

What was the size of the Turkey functional drinks market by value in 2022?

What will be the size of the Turkey functional drinks market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in Turkey's functional drinks 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. 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 have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered in the last 5 years (2017-2022)?
- 7.5. What are the most popular brands in the Turkish functional drinks market?

8 COMPANY PROFILES

- 8.1. Red Bull GmbH
- 8.2. Monster Beverage Corp
- 8.3. The Coca-Cola Co
- 8.4. Oguz Gida A.S.

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, 2017-22
- Table 2: Turkey functional drinks market volume: million liters, 2017-22
- Table 3: Turkey functional drinks market category segmentation: % share, by volume, 2017-2022
- Table 4: Turkey functional drinks market category segmentation: million liters, 2017-2022
- Table 5: Turkey functional drinks market geography segmentation: \$ million, 2022
- Table 6: Turkey functional drinks market distribution: % share, by volume, 2022
- Table 7: Turkey functional drinks market value forecast: \$ million, 2022-27
- Table 8: Turkey functional drinks market volume forecast: million liters, 2022-27
- Table 9: Turkey functional drinks market share: % share, by volume, 2022
- 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: The Coca-Cola Co: Key Employees Continued
- Table 21: Oguz Gida A.S.: key facts
- Table 22: Turkey size of population (million), 2018-22
- Table 23: Turkey gdp (constant 2005 prices, \$ billion), 2018-22
- Table 24: Turkey gdp (current prices, \$ billion), 2018-22
- Table 25: Turkey inflation, 2018-22
- Table 26: Turkey consumer price index (absolute), 2018-22
- Table 27: Turkey exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

Figure 1: Turkey functional drinks market value: \$ million, 2017-22

Figure 2: Turkey functional drinks market volume: million liters, 2017-22

Figure 3: Turkey functional drinks market category segmentation: million liters, 2017-2022

Figure 4: Turkey functional drinks market geography segmentation: % share, by value, 2022

Figure 5: Turkey functional drinks market distribution: % share, by volume, 2022

Figure 6: Turkey functional drinks market value forecast: \$ million, 2022-27

Figure 7: Turkey functional drinks market volume forecast: million liters, 2022-27

Figure 8: Forces driving competition in the functional drinks market in Turkey, 2022

Figure 9: Drivers of buyer power in the functional drinks market in Turkey, 2022

Figure 10: Drivers of supplier power in the functional drinks market in Turkey, 2022

Figure 11: Factors influencing the likelihood of new entrants in the functional drinks market in Turkey, 2022

Figure 12: Factors influencing the threat of substitutes in the functional drinks market in Turkey, 2022

Figure 13: Drivers of degree of rivalry in the functional drinks market in Turkey, 2022

Figure 14: Turkey functional drinks market share: % share, by volume, 2022

I would like to order

Product name: Turkey Functional Drinks Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/T3A7706BF48CEN.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/T3A7706BF48CEN.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