

Energy and Sports Drinks Market in Turkey 2021

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Abstracts

Energy drinks (EDs) are widely available beverages containing caffeine, taurine, glucose, and other ingredients and are marketed as providing mental and physical stimulation and improving energy, athletic performance, and concentration. Sports drinks are advertised to replenish glucose, fluids, and electrolytes (sodium, potassium, magnesium, calcium) lost during strenuous exercise as well as to enhance endurance. The energy and sports drinks market in Turkey is poised to grow by US\$ 4,037 million from 2021 to 2027, registering a CAGR of 26.9% during the forecast period, according to StrategyHelix.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy and sports drinks. The Turkey energy and sports drinks market is segmented on the basis of product, type, and distribution channel. By product, the energy and sports drinks market in Turkey has been segmented into energy drinks, sports drinks. According to the research, the energy drinks segment had the largest share in the energy and sports drinks market in Turkey. Based upon type, the energy and sports drinks market in Turkey is categorized into regular, sugar-free. In 2020, the regular energy drinks segment made up the largest share of revenue generated by the energy and sports drinks market. On the basis of distribution channel, the energy and sports drinks market in Turkey has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as The Coca-Cola Company.

Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey energy and sports drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. ENERGY AND SPORTS DRINKS MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Energy drinks
Sports drinks

PART 4. MARKET BREAKDOWN BY TYPE

Regular
Sugar-free

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Convenience stores
Grocery stores
Online retailing
Others

PART 6. KEY COMPANIES

The Coca-Cola Company
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