

Tea Market in Turkey 2022

<https://marketpublishers.com/r/TDFE33B0ABB9EN.html>

Date: March 2022

Pages: 15

Price: US\$ 450.00 (Single User License)

ID: TDFE33B0ABB9EN

Abstracts

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*. Traditional teas originating from the *Camellia sinensis* plant include black, white, green, yellow, oolong, and yerba mate, all of which contain caffeine. According to StrategyHelix, the tea market in Turkey is expected to increase by US\$ 1,296 million during 2022-2028, expanding at a CAGR of 10% during the forecast period.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value for tea. The Turkey tea market is segmented on the basis of product, and distribution channel. Based on product, the tea market in Turkey is categorized into black tea, fruit & herbal tea, green tea, instant tea, others. On the basis of distribution channel, the tea market in Turkey has been segmented into supermarkets & hypermarkets, grocery stores, online retailing, specialized stores, others.

The prominent players operating in the Turkey tea market include Cay Isletmeleri Genel Mudurlugu, Unilever PLC, Dogus Cay AS, Dogadan Gida Urunleri San. ve Paz. A.S.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the tea market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: black tea, fruit & herbal tea, green tea, instant tea, others

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

Years considered: this report covers the period 2018 to 2028

Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey tea market

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

Pinpoint growth sectors and trends for investment

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Unilever PLC
Doguş Çay AS
Dogadan Gıda Ürünleri San. ve Paz. A.Ş.
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