

Wine Market in Turkey 2021

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Abstracts

Wine is a fermented beverage produced from grapes and sometimes other fruits. Yeast consumes the sugar in the grapes and converts it to ethanol, carbon dioxide and heat. Wine ABV (alcohol by volume) can range from as low as 5.5% to as much as 23%. According to a report by StrategyHelix, the wine market in Turkey is set to increase by US\$ 1,425 million during 2021-2027, growing at a CAGR of 12.2% during the forecast period. Rise in number of wineries, increase in wine production, growth in disposable personal income levels and a consumer trend in alcoholic beverages toward premium products, such as wine, and away from beer are the key factors driving market growth.

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 wine. The Turkey wine market is segmented on the basis of product, and distribution channel. On the basis of product, the wine market in Turkey has been segmented into fortified wine, fruit wine, sparkling wine, still wine. The still wine segment is estimated to account for the largest share of the wine market in Turkey. By distribution channel, the wine market in Turkey has been segmented into supermarkets & hypermarkets, food & drink specialists, online retail, others.

The report also includes the profiles of leading companies such as Diageo plc, Doluca Bagcilik ve Sarapcilik A.S., Kavaklidere Saraplari A.S., LVMH Moet Hennessy Louis Vuitton SA, Selim Erdogan Alkollu Alkolsuz Icecekler San. Ve Tic. A.S.

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

Report Scope

Product: fortified wine, fruit wine, sparkling wine, still wine

Distribution channel: supermarkets & hypermarkets, food & drink specialists, online retail, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Turkey wine market

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

Pinpoint growth sectors and trends for investment

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Supermarkets & hypermarkets
Food & drink specialists
Online retail
Others

PART 5. KEY COMPANIES

Diageo plc
Doluca Bagcilik ve Sarapcilik A.S.
Kavaklidere Saraplari A.S.
LVMH Moet Hennessy Louis Vuitton SA
Selim Erdogan Alkollu Alkolsuz Icecekler San. Ve Tic. A.S.
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