

# **Turkey Carbonated Drinks Market, By Product Type (Carbonated Soft Drinks, Functional/Energy & Sports Drinks, Others), By Packaging Type (Bottle, Cans, Others), By Distribution Channel (Grocery Stores, Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

Turkey carbonated drinks market was valued at USD 3.32 Billion in 2024 and is expected to reach USD 4.39 Billion by 2030 with a CAGR of 4.8% during the forecast period. The Turkey carbonated drinks market is experiencing steady growth, driven by increasing consumer demand for diverse beverage options, including carbonated soft drinks, functional/energy drinks, and sports drinks. Carbonated soft drinks dominate the market, with a strong preference for traditional flavors and brands.

However, functional and energy drinks are gaining traction among younger consumers who seek convenience and enhanced performance benefits. Packaging plays a significant role in consumer choice, with bottles and cans being the most popular formats due to their convenience and portability. The rise of e-commerce has also led to a shift in distribution channels, with online sales becoming an increasingly important segment, especially among urban consumers. Grocery stores, supermarkets, and hypermarkets continue to be the dominant channels, benefiting from widespread availability and easy accessibility. However, the market faces challenges such as health concerns over sugar consumption, which is pushing consumers toward lower-calorie and sugar-free alternatives.

Additionally, economic factors like inflation and the fluctuation of raw material prices

may impact product pricing and affordability. The market is further hindered by the regulatory environment, with tighter regulations on the marketing of sugary beverages and the imposition of higher taxes. Despite these challenges, the market is expected to continue growing, supported by innovations in product offerings, healthier alternatives, and increasing demand for functional beverages. The growth of e-commerce, coupled with changing consumer preferences toward healthier and more diverse drink options, is expected to be a key driver for the carbonated drinks market in Turkey in the coming years.

## **Key Market Drivers**

### **Rising Demand for Functional and Health-Oriented Beverages**

One of the primary drivers of the Turkey carbonated drinks market is the increasing demand for functional and health-oriented beverages. Consumers are becoming more health-conscious, prompting a shift from traditional sugary carbonated soft drinks to healthier, functional beverages. According to a 2024 survey, 52% of consumers intend to increase their intake of fresh fruits and vegetables, while 22% plan to reduce red meat consumption. Despite these health-oriented preferences, only 19% consider the environmental implications of their food choices. This indicates a growing awareness of health and sustainability among Turkish consumers, influencing their beverage choices. Energy drinks, sports drinks, and low-calorie, sugar-free options are gaining popularity among young adults and fitness enthusiasts. These drinks are perceived as offering additional health benefits such as boosting energy, improving hydration, and providing essential nutrients, which cater to the growing trend of wellness and active lifestyles. The rise in fitness awareness, coupled with an increasing focus on personal health and wellness, has led to a shift in consumer preferences toward functional beverages. This trend is further accelerated by the introduction of organic, plant-based, and fortified beverages, which appeal to a broader audience that prioritizes health-conscious consumption. As a result, the demand for functional carbonated drinks continues to grow, contributing significantly to the expansion of the market in Turkey.

## **Key Market Challenges**

### **Health Concerns and Increasing Demand for Sugar-Free Alternatives**

One of the most significant challenges facing the Turkey carbonated drinks market is growing health concerns surrounding the high sugar content in traditional carbonated soft drinks. As consumers become more health-conscious, there has been an

increasing demand for low-sugar, sugar-free, and calorie-conscious beverage options. The negative effects of excessive sugar consumption, such as obesity, diabetes, and heart disease, have become well-documented, leading to greater awareness among Turkish consumers. This shift in consumer behavior is pushing manufacturers to innovate and diversify their product offerings, developing drinks with lower sugar content, artificial sweeteners, or natural sugar alternatives. However, the challenge remains in balancing the taste and appeal of carbonated drinks with the need for healthier formulations. While some companies have successfully introduced sugar-free or reduced-calorie drinks, others struggle to maintain the taste profile that consumers expect from traditional carbonated beverages. Moreover, increasing health-consciousness, particularly among younger generations, means that carbonated soft drinks are facing stiffer competition from healthier beverage alternatives such as fruit juices, flavored water, and herbal teas, making it harder for traditional carbonated drinks to maintain market share.

## **Key Market Trends**

### **Growth of Premium and Craft Carbonated Drinks**

A notable trend in the Turkey carbonated drinks market is the growing demand for premium and craft beverages. Consumers are increasingly seeking unique, high-quality, and flavorful options that stand out from the mainstream offerings. This trend is driven by a desire for more sophisticated and distinctive taste profiles, often with natural or organic ingredients, that cater to a more discerning customer base. Premium brands are tapping into this demand by offering beverages made with high-quality ingredients, such as real fruit juices, botanical extracts, and natural sweeteners, positioning themselves as a healthier and more refined alternative to conventional carbonated drinks. Craft carbonated beverages, often produced in small batches and emphasizing artisanal qualities, are particularly popular among younger, urban consumers who value authenticity, sustainability, and quality over mass-produced options. The rise of these premium and craft beverages is also supported by the increasing interest in novel flavors and functional ingredients, as well as the desire for exclusive, small-scale productions. As a result, brands are expanding their portfolios with premium offerings, thereby differentiating themselves in a highly competitive market and appealing to consumers looking for a unique experience.

## **Key Market Players**

Coca-Cola ??ecek A.?

PepsiCo Turkey

Nestle Turkiye Gida San. A.S.

Oguz Gida Sanayi Ve Ticaret A S

Red Bull Gıda Dağıtım ve Pazarlama Ticaret Limited Şirketi

Danone Tikvesli Gida Ve Icecek A.S.

Uludağ İçecek Türk A.Ş.

Coşku Food Ltd. Sti.

Şardak Concentrated Fruit Suları San. Ve Tic. Ltd. Sti.

Dimes Gida Sanayi Ve Ticaret A.S.

### **Report Scope:**

In this report, the Turkey Carbonated Drinks market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Turkey Carbonated Drinks Market, By Product Type:

Carbonated Soft Drinks

Functional/Energy & Sports Drinks

Others

Turkey Carbonated Drinks Market, By Packaging Type:

Bottle

Cans

Others

Turkey Carbonated Drinks Market, By Distribution Channel:

Grocery Stores

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Turkey Carbonated Drinks Market, By Region:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Black Sea

Eastern Anatolia

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Turkey Carbonated Drinks market.

## **Available Customizations:**

Turkey Carbonated Drinks market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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