

RTD Coffee in Turkey

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising consumer awareness of RTD coffee fuels dynamic volume growth
Product diversification in RTD coffee is key growth driver
Nescafé Xpress is losing share to local brands and private label products

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RTD coffee holds significant promise for growth and expansion
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Soft Drinks in Turkey - Industry Overview

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Fountain sales in Turkey

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