



Spirits in Turkey

June 2024

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Spirits in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift in channels and cocktail trends play important roles in off-trade growth
A challenging economy and lower grape yields lead to skyrocketing unit prices
Irish whiskey boosts its dynamic off-trade volume growth even further

PROSPECTS AND OPPORTUNITIES

Spirits set to see ongoing positive growth, with a balance between on-trade and off-trade channels
Premiumisation trends expected to emerge more strongly in spirits
Supermarkets set to see further growth in distribution share

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Turkey - Industry Overview

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Alcoholic drinks saw a modest growth in 2023
Average unit prices continue to be stimulated by increased production costs and taxes
Efes Pilsen and Türk Tuborg preserve their dominant positions
Supermarkets expands its position as a retail channel
On-trade vs off-trade split
Alcoholic drinks is expected to register a positive total volume growth over the forecast period

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
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