

Alcoholic Drinks in Turkey

June 2024

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EXECUTIVE SUMMARY

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

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