

Cider/Perry in Turkey

June 2024

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Cider/Perry in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic difficulties lead to the decline of less-popular cider/perry volume sales

Cider/perry lacking in recognition or innovation

Cider/perry also saw increased unit prices, further adding to its downfall

PROSPECTS AND OPPORTUNITIES

Cider/perry volumes set to recover over the forecast period, with on-trade recovering the soonest

Stronger product awareness needed to boost sales

Supermarkets to preserve its dominant position in cider/perry

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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

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Legal purchasing age and legal drinking age

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