

Juice in Turkey

December 2023

Table of Contents

Juice in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nectar consumption declines amid health concerns Greater diversity of juice drinks entices consumers Private label raises the bar in product quality

PROSPECTS AND OPPORTUNITIES

Added-value juices to capture consumer interest

Juice players will need to focus heavily on differentiation

On-trade sales to record positive growth

CATEGORY DATA

- Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

Soft Drinks in Turkey - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by: Volume Channel2018-2023
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by: % Volume Growth Channel2018-2023
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

- Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
- Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 30 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 31 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 32 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 33 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 34 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 35 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 36 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 37 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 38 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 41 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 42 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 43 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 44 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 45 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 46 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 47 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 48 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Turkey

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SOURCES

Summary 1 - Research Sources

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