

Alcoholic Drinks in Turkey

June 2023

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EXECUTIVE SUMMARY

Double-digit total volume growth for alcoholic drinks in 2022
Extraordinarily high growth registered in average unit prices across the board
Boom in new product development as players seek to grab the attention of consumers
Position of supermarkets improves as consumers seek value and convenience
Dynamic on-trade volume growth due to reopening of local hospitality industry
Less oppressive economic conditions set to spur growth in demand

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DISCLAIMER

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2022 DEVELOPMENTS

Double-digit growth for total volume sales of beer in 2022

Average unit prices soar across beer as inflation takes its toll

The launch of new beer brands stimulates demand and pushes sales growth

PROSPECTS AND OPPORTUNITIES

Sales growth to accelerate as demand continues to increase

Demand set to continue shifting towards higher-quality beer

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