

# Spirits in Turkey

June 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Off-trade sales of spirits decline as demand for aniseed-flavoured spirit raki falls  
Irish whiskey the most dynamic spirits category in 2022  
Double-digit on-trade volume growth a sign of strong recovery in the hospitality sector

#### PROSPECTS AND OPPORTUNITIES

Off-trade volume sales to increase as demand shifts towards premium products  
Beer expected to remain the major rival to spirits  
Supermarkets set to increase in importance in the retail distribution of spirits

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
Summary 1 - Benchmark Brands 2022

#### CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2017-2022  
Table 2 - Sales of Spirits by Category: Total Value 2017-2022  
Table 3 - Sales of Spirits by Category: % Total Volume Growth 2017-2022  
Table 4 - Sales of Spirits by Category: % Total Value Growth 2017-2022  
Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022  
Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2017-2022  
Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022  
Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022  
Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2017-2022  
Table 10 - Sales of White Rum by Price Platform: % Total Volume 2017-2022  
Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022  
Table 12 - Sales of English Gin by Price Platform: % Total Volume 2017-2022  
Table 13 - Sales of Vodka by Price Platform: % Total Volume 2017-2022  
Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022  
Table 15 - GBO Company Shares of Spirits: % Total Volume 2018-2022  
Table 16 - NBO Company Shares of Spirits: % Total Volume 2018-2022  
Table 17 - LBN Brand Shares of Spirits: % Total Volume 2019-2022  
Table 18 - Forecast Sales of Spirits by Category: Total Volume 2022-2027  
Table 19 - Forecast Sales of Spirits by Category: Total Value 2022-2027  
Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027  
Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

## Alcoholic Drinks in Turkey - Industry Overview

### 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

### MARKET BACKGROUND

Legislation  
Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 - Number of On-trade Establishments by Type 2016-2022

## TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2022

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 23 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 24 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 25 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 26 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 27 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 31 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 32 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 33 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 34 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 36 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 38 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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## SOURCES

Summary 3 - Research Sources

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