

# 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

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