

Cider/Perry in Turkey

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Negative off-trade volume growth for cider/perry as price rises suppress demand
Lack of innovation and paucity of new product launches a sign of stagnation
On-trade volume sales increase as consumers return to bars, pubs and restaurants

PROSPECTS AND OPPORTUNITIES

Potential for off-trade volume growth in cider/perry likely to remain very low
The average unit price of cider/perry to continue rising as inflation bites
Supermarkets expected to become increasingly dominant in cider/perry distribution

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Alcoholic Drinks in Turkey - Industry Overview

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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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