



**Euromonitor
International**

Other Hot Drinks in Turkey

December 2025

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Other Hot Drinks in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks records growth driven by sahelep, while flavoured powder drinks decline

INDUSTRY PERFORMANCE

Price inflation and shifts in consumer preferences challenges volume growth of other hot drinks

Other plant-based hot drinks lead growth, driven by Sahlep's seasonal appeal and cultural significance

WHAT'S NEXT?

Moderate growth is set to be driven by other plant-based hot drinks and portfolio adaptation

Packaging developments are expected to support growth in other hot drinks

Health and wellness trends will continue to shape consumer preferences in other hot drinks

COMPETITIVE LANDSCAPE

Nestlé Gıda Sanayii AS maintains its leadership in other hot drinks despite challenges

Danone Tıkkvesli Gıda ve İçecek San. ve Tic. AS leads growth through sales of sahelep

CHANNELS

Supermarkets leads distribution through wide assortment and accessibility

Discounters and retail e-commerce drive growth through affordability and convenience

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Hot Drinks in Turkey - Industry Overview

EXECUTIVE SUMMARY

Premiumisation, innovation and health drive value growth in hot drinks in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Retail value sales rise amid premiumisation and currency-driven price growth

Product innovation sustains consumer engagement in hot drinks amid inflation

Health, wellness and sustainability shape hot drinks consumption in 2025

WHAT'S NEXT?

Steady growth is expected for hot drinks amid mature conditions

Innovation to set to drive growth in hot drinks through health and premiumisation trends

Digital adoption and consumer lifestyle changes impact distribution channels within hot drinks

COMPETITIVE LANDSCAPE

Cay Isletmeleri Genel Müdürlüğü retains its top position through leading tea brands
Ofcaysan AS and Dogus Cay record dynamic growth through tea innovations

CHANNELS

Supermarkets leads sales of hot drinks, while discounters and retail e-commerce drive growth
The on-trade channel drives growth for hot drinks, fuelled by social interactions and tourism demand

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