

Beer in Turkey

June 2023

Table of Contents

KEY DATA FINDINGS

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

The share of supermarkets in the retail distribution of beer set to increase

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2022

Table 1 - Number of Breweries 2017-2022

CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2017-2022

Table 3 - Sales of Beer by Category: Total Value 2017-2022

Table 4 - Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 5 - Sales of Beer by Category: % Total Value Growth 2017-2022

Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 10 - Sales of Beer by Craft vs Standard 2017-2022

Table 11 - GBO Company Shares of Beer: % Total Volume 2018-2022

Table 12 - NBO Company Shares of Beer: % Total Volume 2018-2022

Table 13 - LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 14 - Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 15 - Forecast Sales of Beer by Category: Total Value 2022-2027

Table 16 - Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 17 - Forecast Sales of Beer 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 18 - 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 19 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 20 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 22 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 23 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 26 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 28 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 29 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 30 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 31 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 32 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 33 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 34 - 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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