

Bottled Water in Turkey

December 2023

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Bottled Water in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonated bottled water sees upswing due to its natural attributes Glass bottle supply may be an obstacle to future growth Rising popularity of water filters negatively affects bulk bottled water

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Bottled water holds substantial potential for growth Private label to develop a stronger position Functional bottled water products is set to increase

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