Euromonitor International

Bottled Water in Turkey

December 2025

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Bottled Water in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for bottled water is fuelled by health trends and innovation in 2025

INDUSTRY PERFORMANCE

Health-conscious consumers drive growth for bottled water in Turkey in 2025
Competitive pricing and health-focused positioning drive growth in carbonated bottled water

WHAT'S NEXT?

Rising health awareness is expected to stimulate growth for bottled water
Bottled water sales are projected to benefit from ongoing investments in packaging and innovative designs
The health and wellness trend is expected to remain a key growth driver for bottled water

COMPETITIVE LANDSCAPE

The shares of international brands fall, while local players drive growth
Avoya's health-focused positioning and strategic distribution drive growth in bottled water

CHANNELS

Discounters maintains the highest distribution share in bottled water
Retail e-commerce and supermarkets drive accessibility through convenience and expanded assortment

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Soft Drinks in Turkey - Industry Overview

EXECUTIVE SUMMARY

Health, innovation and the rise of private label shapes the performance of soft drinks in Turkey

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Bottled water and RTD beverages drive off-trade volume growth for soft drinks in Turkey
Rising demand for healthier, functional options shapes soft drinks in 2025
Some consumers migrate away from multinational players, boosting the performance of local brands

WHAT'S NEXT?

Healthy, innovative and premium options are set to support growth over the forecast period
The rise of health-conscious lifestyles is set to shape product innovation in soft drinks

International brands should regain strength as boycotts start to decline

COMPETITIVE LANDSCAPE

Coca-Cola İçecek faces challenges yet retains its leadership in 2025
Beypazari and local players lead volume growth in soft drinks in Turkey

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Retail e-commerce emerges as the fastest-growing distribution channel in 2025
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