



Euromonitor
International

Tea in Turkey

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea in Turkey drives growth through convenience, product innovation, and health-focused offerings

INDUSTRY PERFORMANCE

Retail volume and value sales continue to grow despite tea being a mature product

Black tea bags drive value growth through offering convenience in 2025

WHAT'S NEXT?

Steady growth is set to be driven by product diversification and convenience formats

Technological innovations in tea packaging are set to boost convenience and sustainability

Health and wellness trends are expected to drive innovation and growth in tea

COMPETITIVE LANDSCAPE

Cay Isletmeleri Genel Müdürlüğü leads as the country's most established tea producer

Dogus Cay and Ofcaysan AS drive growth through health-focused innovations and aggressive marketing

CHANNELS

Supermarkets leads distribution due to extensive variety, store expansions and consumer convenience

Digital expansion and consumer demand for niche products drives growth for retail e-commerce

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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
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