



# Carbonates in Turkey

December 2023

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## Carbonates in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Carbonates demonstrate resilience to price inflation with solid growth in 2023

Average unit prices of carbonates register double-digit growth

Tonic water/mixers/other bitters witness significant growth in volume terms

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Carbonates is expected to receive strong competition from other soft drinks

Private label products to expand position

E-commerce channel is projected to gain traction

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