



# Spirits in Turkey

June 2023

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## Spirits in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Off-trade sales of spirits decline as demand for aniseed-flavoured spirit raki falls  
Irish whiskey the most dynamic spirits category in 2022  
Double-digit on-trade volume growth a sign of strong recovery in the hospitality sector

#### PROSPECTS AND OPPORTUNITIES

Off-trade volume sales to increase as demand shifts towards premium products  
Beer expected to remain the major rival to spirits  
Supermarkets set to increase in importance in the retail distribution of spirits

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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## Alcoholic Drinks in Turkey - Industry Overview

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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

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