

Wine in Turkey

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Total volume sales increase due to a very robust on-trade performance
Interruptions to the supply of glass packaging affect wine brands during 2022
Wine made from local grape varieties is subject to higher demand

PROSPECTS AND OPPORTUNITIES

Growth set to accelerate as demand rises in both the on-trade and the off-trade
Mid-priced wine brands set to remain the main driver of sales growth
The share of the supermarkets channel is expected to increase

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Alcoholic Drinks in Turkey - Industry Overview

EXECUTIVE SUMMARY

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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