



Beer in Turkey

June 2024

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Beer in Turkey - Category analysis

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2023 DEVELOPMENTS

Beer sees positive volume growth and new product launches, despite challenging economic climate

Average unit prices see significant hikes in 2023

On-trade volume sales see a slowdown

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Supermarkets set to see a rising share in beer sales

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Alcoholic drinks saw a modest growth in 2023

Average unit prices continue to be stimulated by increased production costs and taxes

Efes Pilsen and Türk Tuborg preserve their dominant positions

Supermarkets expands its position as a retail channel

On-trade vs off-trade split

Alcoholic drinks is expected to register a positive total volume growth over the forecast period

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