

# Sports Drinks in Turkey

December 2023

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# Sports Drinks in Turkey - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sports drinks witness double-digit volume growth in 2023 Average prices rise by double-digits in sports drinks Supermarkets is the leading channel of distribution

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Marketing activity to help drive awareness of sports drinks Stabilisation of unit prices is anticipated Rising sports participation to boost on-trade sales

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