



# Wine in Turkey

June 2024

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## Wine in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

2023 proves to be a challenging year for wine, although still white wine sees healthy volume growth

The share of still grape wines in the economy segment continues to grow

Wine sales fall into a negative figure decline in on-trade terms in 2023

#### PROSPECTS AND OPPORTUNITIES

2024 will continue to present some challenges to wine, before the category starts to recover

Positive factors set to emerge from 2025, for both on-trade and off-trade channels

Still white wine is set to maintain its popularity over the forecast period

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## Alcoholic Drinks in Turkey - Industry Overview

### EXECUTIVE SUMMARY

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

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

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