

# Carbonates in Turkey

November 2024

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#### Carbonates in Turkey - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Carbonates see recovery in consumption after drop caused by earthquake in previous year Tonic water, mixers, and other bitters posts dynamic performance Private label gains share amid price inflation

#### PROSPECTS AND OPPORTUNITIES

Reduced sugar alternatives to lift volume sales International brands should regain their strength with the end of boycotts Promotional campaigns and innovations to fuel category growth

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