



# Spirits in Turkey

June 2024

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## Spirits in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shift in channels and cocktail trends play important roles in off-trade growth  
A challenging economy and lower grape yields lead to skyrocketing unit prices  
Irish whiskey boosts its dynamic off-trade volume growth even further

#### PROSPECTS AND OPPORTUNITIES

Spirits set to see ongoing positive growth, with a balance between on-trade and off-trade channels  
Premiumisation trends expected to emerge more strongly in spirits  
Supermarkets set to see further growth in distribution share

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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## Alcoholic Drinks in Turkey - Industry Overview

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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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