

# Tea in Turkey

November 2024

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# Tea in Turkey - Category analysis

### **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Tea enjoys solid growth in 2024

Fruit/herbal and green teas enjoy strong performance

Other teas continue to register volume sales decline

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On-trade sales of tea is expected to demonstrate high growth

Supermarkets is expected to remain the leading channel

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## **DISCLAIMER**

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