



Euromonitor
International

RTD Coffee in Turkey

December 2025

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RTD Coffee in Turkey - Category analysis

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2025 DEVELOPMENTS

Convenience, flavour innovation, and health trends drive growth in RTD coffee

INDUSTRY PERFORMANCE

RTD coffee gains momentum in Turkey amid rising demand for convenient café-style drinks

Flavour innovation and health trends boost RTD coffee sales in Turkey

WHAT'S NEXT?

Premium products and the expansion of coffee culture is set to drive growth in RTD coffee

Digitalisation and technology are expected to drive innovation in RTD coffee

Health and wellness is set to be key to product development in RTD coffee

COMPETITIVE LANDSCAPE

Nestlé Gıda Sanayii AS retains its leadership despite rising competition

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Soft Drinks in Turkey - Industry Overview

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Health, innovation and the rise of private label shapes the performance of soft drinks in Turkey

KEY DATA FINDINGS

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Bottled water and RTD beverages drive off-trade volume growth for soft drinks in Turkey

Rising demand for healthier, functional options shapes soft drinks in 2025

Some consumers migrate away from multinational players, boosting the performance of local brands

WHAT'S NEXT?

Healthy, innovative and premium options are set to support growth over the forecast period

The rise of health-conscious lifestyles is set to shape product innovation in soft drinks

International brands should regain strength as boycotts start to decline

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Coca-Cola İçecek faces challenges yet retains its leadership in 2025

Beypazari and local players lead volume growth in soft drinks in Turkey

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