



Euromonitor
International

Concentrates in Turkey

December 2025

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Concentrates in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Declining demand for concentrates amid rising health concerns in Turkey

INDUSTRY PERFORMANCE

Concentrates volume decline is driven by health perceptions and price pressures

Powder concentrates sales are driven by flavour variety and affordability

WHAT'S NEXT?

The performance of concentrates is set to be challenged by health concerns

Digital developments are expected to drive growth in liquid concentrates through retail e-commerce and marketing

Health and wellness trends are set to drive sales of liquid concentrates through clean-label innovations

COMPETITIVE LANDSCAPE

The share of private label and smaller companies continues to rise

Private label drives sales while branded innovation creates interest in concentrates

CHANNELS

Discounters continues to improve its lead through expansion and private label lines

Supermarkets drives sales of liquid concentrates through higher product visibility

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Soft Drinks in Turkey - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

COMPETITIVE LANDSCAPE

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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