



**Euromonitor
International**

Energy Drinks in Turkey

December 2025

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Energy Drinks in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slower volume growth amid inflation and rising competition from private label

INDUSTRY PERFORMANCE

Inflation and price increases negatively impact the performance of energy drinks

Growth for regular energy drinks is driven by increased marketing and brand visibility

WHAT'S NEXT?

Volume growth for energy drinks is set to be driven by strong brand association and product innovation

Energy drinks producers are expected to invest in technological innovations to support sales

Reduced sugar and sugar-free options will continue to benefit from rising health consciousness

COMPETITIVE LANDSCAPE

Red Bull's continued leadership is driven by brand strength and product innovation

Private label growth is driven by affordability and rising cost-consciousness

CHANNELS

Small local grocers position is driven by convenience and impulse-driven purchases

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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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Retail e-commerce emerges as the fastest-growing distribution channel in 2025

Off-trade leads soft drinks sales while on-trade gains momentum

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