



Euromonitor
International

Sports Drinks in Turkey

December 2025

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Sports Drinks in Turkey - Category analysis

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2025 DEVELOPMENTS

Fitness trends in Turkey fuel volume growth for sports drinks in 2025

INDUSTRY PERFORMANCE

Growth for sports drinks is supported by fitness trends but limited by economic pressures

Health trends drive interest in sports drinks, with rising opportunities in on-trade channels

WHAT'S NEXT?

Steady growth for sports drinks expected as the health and fitness trends expand

Manufacturers are expected to offer value-added products to drive sales

Retail e-commerce is set to gain traction through offering convenience

COMPETITIVE LANDSCAPE

Coca-Cola İçecek AS maintains its leadership in sports drinks despite share pressures

Emerging local brands gain traction in sports drinks in Turkey in 2025

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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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