



Euromonitor
International

RTD Tea in Turkey

December 2025

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RTD Tea in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trends, new flavours, and expanding distribution drive growth for RTD tea

INDUSTRY PERFORMANCE

A healthy image and refreshing taste drive sales of RTD tea in Turkey

Reduced sugar RTDs drive growth as consumers reach for healthier options

WHAT'S NEXT?

Steady volume growth ahead as RTD tea in Turkey enters maturity

Packaging innovation is set to play an important role in RTD tea across the forecast period

Health and wellness will continue to be a central driver of RTD tea consumption

COMPETITIVE LANDSCAPE

Lipton retains its leading share through strong brand reputation and high visibility

Local and private label players accelerate growth through affordability and flavour innovation

CHANNELS

Supermarkets strengthens its lead in RTD tea distribution

Discounters and retail e-commerce drive growth in RTD tea during 2025

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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

CHANNELS

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