



Euromonitor
International

Spirits in Turkey

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits sees shift to the off-trade channel in 2024
Mey İçki San ve Tic AS retains lead
Supermarkets gain share in the off-trade channel, whilst on-trade sales decline amid economic pressures

PROSPECTS AND OPPORTUNITIES

Off-trade volume sales to maintain growth, but at a slower pace
On-trade channel to rebound from 2026, driven by economic recovery and rising tourism
New product launches to focus on premium spirits, with whiskies and raki leading the way

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Turkey - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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DISCLAIMER

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