



Euromonitor
International

Wine in Turkey

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine volume sales register decline in 2024
Increases in both economy and premium wine brands, while mid-priced wines decline in popularity
Other sparkling wine demonstrates notable growth in the on-trade channel

PROSPECTS AND OPPORTUNITIES

Challenges in the wine sector expected to continue in 2025
On-trade channel to demonstrate volume growth over forecast period
More premium products set to be launched in the market

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2019-2024
Table 2 - Sales of Wine by Category: Total Value 2019-2024
Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024
Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024
Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024
Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024
Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024
Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024
Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024
Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024
Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024
Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024
Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024
Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024
Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024
Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029
Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029
Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029
Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
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

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 37 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
Table 38 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
Table 39 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 40 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 41 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
Table 42 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
Table 43 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-turkey/report.