



Euromonitor
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Cider/Perry in Turkey

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry continued to see volume decline in 2024
Stagnant competitive environment
Supermarkets the dominant channel

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On-trade sales to play an important role in growth
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Alcoholic Drinks in Turkey - Industry Overview

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On-trade vs off-trade split
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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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