



Euromonitor
International

Beer in Turkey

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer demonstrates positive growth in 2024 despite high inflation rate

Companies diversify their product portfolios

Off-trade sales of beer gain a higher share

PROSPECTS AND OPPORTUNITIES

Beer off-trade volume sales expected to grow over the forecast period

On-trade sales of beer are anticipated to steal share from the off-trade channel.

Innovative and premium products are expected to fuel growth

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 - Lager by Price Band 2024

CATEGORY DATA

Table 1 - Sales of Beer by Category: Total Volume 2019-2024

Table 2 - Sales of Beer by Category: Total Value 2019-2024

Table 3 - Sales of Beer by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of Beer by Category: % Total Value Growth 2019-2024

Table 5 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - Sales of Beer by Craft vs Standard 2019-2024

Table 10 - GBO Company Shares of Beer: % Total Volume 2020-2024

Table 11 - NBO Company Shares of Beer: % Total Volume 2020-2024

Table 12 - LBN Brand Shares of Beer: % Total Volume 2021-2024

Table 13 - Forecast Sales of Beer by Category: Total Volume 2024-2029

Table 14 - Forecast Sales of Beer by Category: Total Value 2024-2029

Table 15 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029

Table 16 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Turkey - Industry Overview

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 17 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 22 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 23 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 24 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 28 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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