



Euromonitor
International

Juice in Turkey

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth for juice is driven by health-conscious options and expanding variety

INDUSTRY PERFORMANCE

100% juice drives sales as nectars lose momentum in Turkey

Affordability, flavour innovation and seasonal demand fuel growth for juice drinks (up to 24% juice)

WHAT'S NEXT?

Rising incomes and affordability are expected to drive sustained growth in juice sales

Sustainability and efficiency will shape the future of juice production in Turkey

Health and functional benefits are expected to drive growth within juice

COMPETITIVE LANDSCAPE

Domestic brands gain ground as Coca-Cola İçecek faces share pressure in juice

Dimes Gıda San ve Ticaret strengthens its position through quality and innovation in juices

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Discounters drive dynamic growth through a value-focused approach

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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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Retail e-commerce emerges as the fastest-growing distribution channel in 2025

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