

Baby Food in Turkey

Market Direction | 2022-09-14 | 23 pages | Euromonitor

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Report description:

Baby food is witnessing price rises in 2022, although the rate of increase is lower compared to other dairy categories. Consumers are largely proving resilient with retail volume growth rates holding ground in 2022. Companies have been building awareness of the benefits of packaged baby food and are trying to convince parents of its nutritional benefits since products are typically fortified with vitamins and minerals. Consumer anxiety about food hygiene and health and safety has sharpened since...

Euromonitor International's Baby Food in Turkey report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baby Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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