

Cheese in Turkey

Market Direction | 2022-09-14 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Rising inflation resulted in changing preferences for different types of cheeses with a shift towards lower-priced cheese. Hard cheese witnessed the highest unit price increase leading to a decrease in purchases as demand shifted towards more affordable soft cheeses. Retail volume sales of hard cheese slowed significantly in 2022 due to higher prices, but also as consumers went back to school and moved away from breakfasts with cheese in the mornings to snacks at foodservice outlets. Spreadable...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Cheese in Turkey
Euromonitor International
September 2022

List Of Contents And Tables

CHEESE IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volatile price rises lead to changes in consumer preferences

Sophisticated products revive soft cheese and spreadable cheese

Private label expands into more varieties

PROSPECTS AND OPPORTUNITIES

Foodservice sales set to recover as tourists return

Category to see flurry of new cheese launches

Functional cheese launches gain attention

CATEGORY DATA

Table 1 Sales of Cheese by Category: Volume 2017-2022

Table 2 Sales of Cheese by Category: Value 2017-2022

Table 3 Sales of Cheese by Category: % Volume Growth 2017-2022

Table 4 Sales of Cheese by Category: % Value Growth 2017-2022

Table 5 Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 6 Sales of Soft Cheese by Type: % Value 2017-2022

Table 7 Sales of Hard Cheese by Type: % Value 2017-2022

Table 8 NBO Company Shares of Cheese: % Value 2018-2022

Table 9 LBN Brand Shares of Cheese: % Value 2019-2022

Table 10 □ Distribution of Cheese by Format: % Value 2017-2022

Table 11 □ Forecast Sales of Cheese by Category: Volume 2022-2027

Table 12 □ Forecast Sales of Cheese by Category: Value 2022-2027

Table 13 □ Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

Table 14 □ Forecast Sales of Cheese by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN TURKEY

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 15 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 16 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 18 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 19 Penetration of Private Label by Category: % Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 20 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 21 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 22 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Cheese in Turkey

Market Direction | 2022-09-14 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-20"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com