

## **Dairy Products and Alternatives in Turkey**

Market Direction | 2022-09-14 | 73 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Raw milk prices spiked considerably in 2022 due to the escalating prices of animal food as the country's inflation rate climbed to 57% and reached a 20-year high in 2022. Animal feed is mostly imported and so the increase in foreign exchange prices put upward pressure on prices. Turkey has already been going through a high inflation phase, but with the extra increase in the costs of animal food, energy, wages, logistics and packaging, prices of dairy products have risen ahead of the inflation ra...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- \* Get a detailed picture of the Dairy Products and Alternatives 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Dairy Products and Alternatives in Turkey

Euromonitor International

September 2022

List Of Contents And Tables

### **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?

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

#### **MARKET DATA**

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 5 Penetration of Private Label by Category: % Value 2017-2022

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **BABY FOOD IN TURKEY**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Price rises accelerate and stem retail volume growth

Companies reduce profit margins to help stabilise prices

VAT decrease on baby food helps to stabilise prices

#### **PROSPECTS AND OPPORTUNITIES**

Liquid growing-up milk formula continues dynamic growth

Prepared baby food continues to show negative growth

Consumers are taking a larger bite of other baby food

#### **CATEGORY DATA**

Table 9 Sales of Baby Food by Category: Volume 2017-2022

Table 10 Sales of Baby Food by Category: Value 2017-2022

Table 11 Sales of Baby Food by Category: % Volume Growth 2017-2022

Table 12 Sales of Baby Food by Category: % Value Growth 2017-2022

Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2017-2022

Table 14 NBO Company Shares of Baby Food: % Value 2018-2022

Table 15 LBN Brand Shares of Baby Food: % Value 2019-2022

Table 16 Distribution of Baby Food by Format: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 17 Forecast Sales of Baby Food by Category: Volume 2022-2027

Table 18 □Forecast Sales of Baby Food by Category: Value 2022-2027

Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2022-2027

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2022-2027

## BUTTER AND SPREADS IN TURKEY

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Export ban on butter fails to drive prices down

Margarine and spreads sees volume growth due to budget-friendly appeal

Foodservice sales make a strong recovery

#### PROSPECTS AND OPPORTUNITIES

Government ban on butter switches to monthly quotas

Margarine value sales to slow as consumers shift back to butter

Private label share will continue to rise in forecast period

#### CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2017-2022

Table 22 Sales of Butter and Spreads by Category: Value 2017-2022

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 25 NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 27 Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

## 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 32 Sales of Cheese by Category: Volume 2017-2022

Table 33 Sales of Cheese by Category: Value 2017-2022

Table 34 Sales of Cheese by Category: % Volume Growth 2017-2022

Table 35 Sales of Cheese by Category: % Value Growth 2017-2022

Table 36 Sales of Spreadable Processed Cheese by Type: % Value 2017-2022

Table 37 Sales of Soft Cheese by Type: % Value 2017-2022

Table 38 Sales of Hard Cheese by Type: % Value 2017-2022

Table 39 NBO Company Shares of Cheese: % Value 2018-2022

Table 40 LBN Brand Shares of Cheese: % Value 2019-2022

Table 41 □Distribution of Cheese by Format: % 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 42 □Forecast Sales of Cheese by Category: Volume 2022-2027

Table 43 □Forecast Sales of Cheese by Category: Value 2022-2027

Table 44 □Forecast Sales of Cheese by Category: % Volume Growth 2022-2027

Table 45 □Forecast Sales of Cheese by Category: % Value Growth 2022-2027

#### DRINKING MILK PRODUCTS IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Raw milk prices cause peak in unit prices

Private label ranges broaden product variety

Regulations for drinking milk in school creates new opportunities

##### PROSPECTS AND OPPORTUNITIES

Category is becoming more polarised with cheaper variants and functional milk both expected to perform well

Foodservice volume sales expected to exceed pre-pandemic levels

Smaller companies expected to support growth in drinking milk

##### CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2017-2022

Table 47 Sales of Drinking Milk Products by Category: Value 2017-2022

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2017-2022

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2017-2022

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2018-2022

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2019-2022

Table 52 Distribution of Drinking Milk Products by Format: % Value 2017-2022

Table 53 Forecast Sales of Drinking Milk Products Products by Category: Volume 2022-2027

Table 54 Forecast Sales of Drinking Milk Products Products by Category: Value 2022-2027

Table 55 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2022-2027

Table 56 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2022-2027

#### YOGHURT AND SOUR MILK PRODUCTS IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Flavoured yoghurts shows dynamic growth

Private label share reaches half of yoghurt and sour milk category value sales

Drinking yoghurt and sour milk drinks continue dynamism

##### PROSPECTS AND OPPORTUNITIES

Functional products expected to increase presence

Healthy living trend positively affects yoghurt consumption

Flavoured yoghurt to witness flurry of new launches

##### CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2017-2022

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2017-2022

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2017-2022

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2017-2022

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2017-2022

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2018-2022

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2019-2022

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2017-2022

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2022-2027

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2022-2027

Table 68 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2022-2027

#### OTHER DAIRY IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Coffee whiteners return to positive growth

Private labels are expanding category choice in chilled snacks

High prices in foodservice channel lead consumers towards dairy desserts and snacks

##### PROSPECTS AND OPPORTUNITIES

Product expansion expected in chilled dairy desserts

Chilled snacks to become a healthier snack alternative

Shelf stable dairy desserts continue to lose appeal

##### CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2017-2022

Table 70 Sales of Other Dairy by Category: Value 2017-2022

Table 71 Sales of Other Dairy by Category: % Volume Growth 2017-2022

Table 72 Sales of Other Dairy by Category: % Value Growth 2017-2022

Table 73 NBO Company Shares of Other Dairy: % Value 2018-2022

Table 74 LBN Brand Shares of Other Dairy: % Value 2019-2022

Table 75 Distribution of Other Dairy by Format: % Value 2017-2022

Table 76 Forecast Sales of Other Dairy by Category: Volume 2022-2027

Table 77 Forecast Sales of Other Dairy by Category: Value 2022-2027

Table 78 □Forecast Sales of Other Dairy by Category: % Volume Growth 2022-2027

Table 79 □Forecast Sales of Other Dairy by Category: % Value Growth 2022-2027

#### PLANT-BASED DAIRY IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Plant-based dairy shows dynamic growth from low base

Discount promotions enhance growth amid difficult economic climate

Discounters drive plant-based category sales

##### PROSPECTS AND OPPORTUNITIES

E-commerce channel to bring more consumers into the category

Product launches to capitalise on health and wellness trend

Imported brands face competition from domestic brands

##### CATEGORY DATA

Table 80 Sales of Plant-Based Dairy by Category: Volume 2017-2022

Table 81 Sales of Plant-Based Dairy by Category: Value 2017-2022

Table 82 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022

Table 83 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022

Table 84 Sales of Other Plant-Based Milk by Type: % Value 2019-2022

Table 85 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022

Table 86 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022

Table 87 Distribution of Plant-Based Dairy by Format: % Value 2017-2022

Table 88 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027

Table 89 □Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027

Table 90 □Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027

Table 91 □Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Dairy Products and Alternatives in Turkey

Market Direction | 2022-09-14 | 73 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	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		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="2026-02-19"/>
		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