

## **Yoghurt and Sour Milk Products in Turkey**

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

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### **Report description:**

While plain yoghurt is a maturing category flavoured yoghurt is witnessing dynamic growth in 2022. Children's products such as Danone's Hupper are growing in popularity as parents consider these products as healthy snacks. Eker and Danone have both continued their investments in the yoghurt category with Danone launching a successful advertisement campaign for its Activia brand. During the pandemic, consumers gained weight and have since switched to flavoured yoghurt as it is considered a health...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- \* Get a detailed picture of the Yoghurt and Sour Milk Products 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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Euromonitor International

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