

Plant-Based Dairy in Turkey

Market Direction | 2022-09-01 | 20 pages | Euromonitor

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Report description:

Plant-based milk continues to see dynamic retail volume sales growth as more consumers shift to plant-based milk as a healthier and tasty drink. For many new consumers of plant-based milk, they are not considered a substitute for dairy, but an enjoyable drink consumed in smoothies or with a coffee. Consumers have also started to expect a better taste and structure, not only a drink that is non-dairy. The category is therefore gaining sales momentum as more Turkish consumers enjoy these healthy p...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based 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 Plant-based Dairy 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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