

Baby Food in Turkey

Market Direction | 2023-09-29 | 23 pages | Euromonitor

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Report description:

The average retail current unit price of baby food is set to increase considerably in 2023. Baby food is becoming less affordable during a period of very high inflation in Turkey. This is causing a sharp slowdown in retail volume growth across baby food as some parents with less purchasing power shift to home-made food. However, in many cases, baby food is regarded as a must-have option. Given lifestyle norms, many consumers cannot stop buying baby food, although concerns about high prices force...

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 2018-2022, 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 2027, 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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reliable information resources to help drive informed strategic planning.

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