

Drinking Milk Products in Turkey

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

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Report description:

Over 2023, the average retail current unit price of drinking milk products is projected to see a triple-digit increase. This notable price surge can be primarily attributed to the substantial devaluation of the Turkish lira. The prices of raw milk have experienced multiple increases due to the escalating costs of animal feed, which is typically imported and susceptible to fluctuations in foreign currency exchange rates. Currency devaluation also has a direct impact on the cost of production, packaging, and distribution.

Euromonitor International's Drinking 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 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking 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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