

Yoghurt and Sour Milk Products in Turkey

Market Direction | 2023-09-29 | 21 pages | Euromonitor

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Report description:

The Coronavirus (COVID-19) pandemic has reshaped consumer preferences within dairy products in Turkey, with a notable shift towards packaged, hygienic health-orientated products. In this vein, retail volume sales of yoghurt and sour milk products experienced fast growth through the review period, with another healthy, if slower, increment projected for 2023. Growth is largely propelled by the escalating consumer demand for packaged health and wellness (HW) products. Variants like probiotic and f...

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 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: 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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Table of Contents:

Yoghurt and Sour Milk Products in Turkey

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List Of Contents And Tables

YOGHURT AND SOUR MILK PRODUCTS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

The consumer demand for packaged hygienic health-orientated products fuels category growth

Kefir receives strong promotional support

Discounters dominates the distribution landscape

PROSPECTS AND OPPORTUNITIES

Rising health awareness is expected to drive demand

Companies are predicted to invest in promotional and educational campaigns

Downward pressure on unit prices

CATEGORY DATA

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023

Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 10 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 11 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN TURKEY

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 17 Penetration of Private Label by Category: % Value 2018-2023

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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