

## **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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
September 2023

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