

## **Chocolate Confectionery in Turkey**

Market Direction | 2023-07-04 | 22 pages | Euromonitor

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### **Report description:**

When inflation started to be significant in 2017 in Turkey, chocolate confectionery was experiencing a peak in volume growth, benefiting from new launches. Throughout the high inflation period, companies looked to downsize standard tablet chocolate weight, decreasing from 80 grams to 60 or 65 grams, while retail volume growth slowed. Retail volume growth has peaked and dipped during the review period, with volume growth recovering in 2023, set to be similar to 2018, despite spiking inflation. Ev...

Euromonitor International's Chocolate Confectionery 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: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Chocolate Confectionery 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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