

**Chocolate Confectionery in Turkey**

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

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

## **Table of Contents:**

Chocolate Confectionery in Turkey

Euromonitor International

November 2023

### List Of Contents And Tables

#### CHOCOLATE CONFECTIONERY IN TURKEY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Chocolate confectionery records retail volume growth during a period of lower inflation

Launches of new flavour sensations fuel growth on the landscape

Private label faces competition from known brands at affordable price points

##### PROSPECTS AND OPPORTUNITIES

New launches align with the rising trend of health and wellness

Premiumisation rises as consumers demand functional chocolate products

E-commerce expands, embracing small players and independent grocers

Summary 1 Other Chocolate Confectionery by Product Type: 2023

##### CATEGORY DATA

Table 1 Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 2 Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 3 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 4 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 5 Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 6 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 7 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 8 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 9 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 10 Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 11 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

#### SNACKS IN TURKEY

##### EXECUTIVE SUMMARY

Snacks in 2023: The big?picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2018-2023

Table 14 Sales of Snacks by Category: Value 2018-2023

Table 15 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Snacks: % Value 2019-2023

Table 18 LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Snacks by Format: % Value 2018-2023

Table 21 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 22 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Chocolate Confectionery in Turkey**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-06
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)