

Edible Oils in Turkey

Market Direction | 2023-11-22 | 23 pages | Euromonitor

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Report description:

2023 saw edible oils register steady and stable volume growth as population growth underpinned rising demand, with olive oil recording a particularly positive performance as consumers became more interested in the health and wellness properties of these products. However, in the dominant edible oils category of sunflower oil, demand increased only moderately as pressure on high inflation meant pressure on household spending despite the positive impact that the shift towards at-home consumption h...

Euromonitor International's Edible Oils 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: Corn Oil, Olive Oil, Other Edible Oil, Palm Oil, Rapeseed Oil, Soy Oil, Sunflower Oil.

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

Why buy this report?

- * Get a detailed picture of the Edible Oils 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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