

## **Ice Cream in Turkey**

Market Direction | 2023-07-04 | 26 pages | Euromonitor

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### **Report description:**

Ice cream is experiencing favourable growth, albeit with some challenges. Factors such as energy and electric prices, the cost of raw materials, and frozen distribution expenses are leading to a higher unit price increase compared to other product categories. This has made managing costs increasingly difficult for industry players. However, despite these challenges, the ice cream landscape has exhibited growth in the post-pandemic period, driven in part by an uptick in consumption among young co...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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 reliable information resources to help drive informed strategic planning.

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Ice cream continues to see positive growth, driven by younger consumers

Multi-pack dairy ice cream is driven by increasing availability

Sales of bulk dairy ice cream benefits from premiumisation

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New sophisticated launches enhance positive growth on the landscape

Functional ice cream will grow, with new plant-based options driving sales

E-commerce will expand, boosting ice cream consumption

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