

Snacks in Turkey

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Report description:

Negative economic conditions, rising inflation, natural disasters, earthquakes, floods, and volatile political situations have created unrest in society. Consumers have dealt with increasing inflation since 2018, which peaked in 2022, and gave no signs of normalisation due to global economic conditions. As a consequence, consumers are limiting their budgets, focusing on necessities that often include snacks. While this situation increases sales of snacks, consumers are increasingly price sensitive.

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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Functional ice cream will grow, with new plant-based options driving sales

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