

Baked Goods in Turkey

Market Direction | 2023-11-27 | 23 pages | Euromonitor

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Report description:

Baked goods underwent two price adjustments, based on annual yield and announced annual wheat prices. The aim was to keep price increases for unpacked leavened white bread below the rate of inflation, which was very high, to provide affordability. To offset rising production costs, bakeries and major baked goods producers have also introduced a range of sizes for both packaged and unpackaged bread. This strategy aims to provide budget-friendly choices for consumers sensitive to price fluctuation...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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