

## **Chocolate Confectionery in Turkey**

Market Direction | 2024-07-05 | 22 pages | Euromonitor

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### **Report description:**

At the end of the review period, chocolate confectionery in Turkey continues to benefit as consumers remain willing to spend more on indulgence and treats, to pamper themselves or improve their mood, despite rising unit prices amid a highly inflationary climate. During the COVID-19 crisis, which brought lockdown conditions, consumers spent more time at home. In this light, many consumers looked for indulgence and pampering snacks to treat themselves at a stressful time. Towards the end of the re...

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 2019-2023, 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 2028, 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.

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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Chocolate Confectionery in Turkey  
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List Of Contents And Tables

**CHOCOLATE CONFECTIONERY IN TURKEY**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Chocolate confectionery continues to record retail volume growth as consumers look for indulgence and treats

Chocolate prices increase due to global cocoa shortages

Healthier-positioned options are increasing on retailers' shelves

**PROSPECTS AND OPPORTUNITIES**

Room remains for children-focused products to shine

Chocolate is expected to become more of a luxury option

Healthy indulgence a watchword

**CATEGORY DATA**

Summary 1 Other Chocolate Confectionery by Product Type: 2024

Table 1 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 2 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 3 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 4 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 5 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 6 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 7 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 8 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 9 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 10 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 11 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

**SNACKS IN TURKEY**

**EXECUTIVE SUMMARY**

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

**MARKET DATA**

Table 13 Sales of Snacks by Category: Volume 2019-2024

Table 14 Sales of Snacks by Category: Value 2019-2024

Table 15 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Snacks: % Value 2020-2024

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Table 18 LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Snacks by Format: % Value 2019-2024

Table 21 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources

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