

## **Savoury Snacks in Turkey**

Market Direction | 2024-07-05 | 23 pages | Euromonitor

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### **Report description:**

Over 2024, savoury snacks in Turkey is projected to continue to register double-digit retail volume growth, despite a highly inflationary climate exerting upward pressure on prices. Higher prices are seeing retail current value growth dwarf retail volume growth, but the healthy snacks trend also continues to bring promising potential to savoury snacks towards the end of the review period. The main challenge for the category remains the high-fat content of traditional potato chips. However, the r...

Euromonitor International's Savoury 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 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: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood 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 Savoury 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2024

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