

## **Snacks in Turkey**

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### **Report description:**

All categories of snacks in Turkey are projected to register positive retail volume growth over 2024, from a slight increase for gum to a double-digit increment for savoury snacks. Nonetheless, in general, with prices increasing and GDP taking time to recover, Turkish consumers are showing a more cautious attitude towards consumption. The economic uncertainty in the country throughout the review period resulted in consumers showing a more conservative and reluctant approach in terms of spending,...

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 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: 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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PROSPECTS AND OPPORTUNITIES

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Purchasing behaviour sees polarisation between premium and economy options

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