

## **Sugar Confectionery in Turkey**

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

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### **Report description:**

Over 2024, sugar confectionery in Turkey is projected to see further strong (a high single-digit increase) retail volume growth, in line with the 2023 performance. One of the key drivers of retail volume sales remains seasonal gifting. For example, retail volume sales of boiled sweets, toffees and pastilles, gummies, jellies and chews are strongly boosted by the holiday seasons of Ramadan and Eid, as many Turkish consumers offer confectionery as gifts for family and friends during festive season...

Euromonitor International's Sugar 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Sugar 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.

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Euromonitor International  
July 2024

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