

Butter and Spreads in Turkey

Market Direction | 2024-08-21 | 20 pages | Euromonitor

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Report description:

Butter and spreads in Turkey is projected to see positive, if slower, retail volume growth in 2024. Having seen a strong decline in retail volume sales in 2022, the leading category, butter continues to see a healthy rebound in consumption in 2024. The decrease in the demand for butter demand coincided with a notable reduction in butter production in 2022. This was informed by export bans, which came into effect in May 2022, as well as a significant devaluation of the Turkish lira, which led to...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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BUTTER AND SPREADS IN TURKEY

KEY DATA FINDINGS

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Foodservice volume growth is strong in 2024 amid tourism rebound and out-of-home lifestyles
Discounters to continue to make gains in a tough economic climate through a strong private label offer

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