

Drinking Milk Products in Turkey

Market Direction | 2024-08-21 | 22 pages | Euromonitor

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Report description:

After two consecutive years of negative retail volume growth, drinking milk products in Turkey is projected to see a strong rebound in demand in 2024. While still fast, the rise in the average retail current unit price is slowing in the final year of the review period. Moreover, interest has been stimulated by new product developments in 2024. One significant new launch concerns Ak Gida's release of a probiotic beverage under Icim, positioned as containing 3-times more probiotics in three 250ml...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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