

HW Snacks in Turkey

Market Direction | 2024-08-06 | 15 pages | Euromonitor

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Report description:

Consumers in Turkey became increasingly price-sensitive in 2023 due to factors such as the steep inflation rate, the earthquake in February 2023 and the drop in tourist arrivals since Russia's invasion of Ukraine, with these being key source markets. Companies have therefore had to work hard to attract and retain the attention of shoppers and many have been doing so through product differentiation, leading to regular new product launches. While some producers focused on offering discounts on the...

Euromonitor International's HW Snacks in Turkey report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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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HW SNACKS IN TURKEY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness claims attract consumers despite soaring inflation

Natural snacks benefit from concerns about overprocessed foods

Vegan snacks on the rise as players launch a wide range of new products

PROSPECTS AND OPPORTUNITIES

New private label lines could be key to the growth and development of health and wellness snacks

Natural set to be one of the most dynamic claims in snacks over the forecast period as consumers ditch overly processed foods

Increasing focus on health, animal welfare, and the environment set to influence purchasing decisions in snacks

CATEGORY DATA

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HEALTH AND WELLNESS IN TURKEY

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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