

Other Dairy in Turkey

Market Direction | 2024-08-21 | 23 pages | Euromonitor

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Report description:

The growth in demand for products in other dairy in Turkey is driven by their perceived healthier properties and natural qualities. An illustrative example of this trend is seen in the preference of parents for chilled snacks over chocolate confectionery as a choice for their children. Within other dairy, fromage frais and quark has emerged as a particularly dynamic category, especially due to the high success of labneh products under plain fromage frais and quark. The fast-growing popularity of...

Euromonitor International's Other Dairy 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed and Evaporated Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- * Get a detailed picture of the Other Dairy 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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Growing consumer demand for healthier products benefits category performance

Currency devaluation continues to influence hikes in unit prices

Strong discounters continue to push private label

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