

Yoghurt and Sour Milk Products in Turkey

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

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Report description:

Within yoghurt and sour milk products in Turkey, plain yoghurt is the best seller in retail volume and value terms. Plain yoghurt is often considered a healthier option due to its minimal processing and absence of added sugars, artificial sweeteners and flavourings. Turkish consumers are becoming increasingly conscious of their sugar intake and they are actively seeking products with lower sugar content. Consumers personalise their yoghurt by adding fruits, nuts, seeds or granola, thereby custom...

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour 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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Summary 1 Research Sources

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