

## **Sweet Spreads in Turkey**

Market Direction | 2024-10-28 | 23 pages | Euromonitor

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### **Report description:**

Sweet spreads recorded double-digit retail value sales in 2024 while recording low-level retail volume sales. Retail volume sales were heavily impacted by the rising price of cocoa. The price rise in cocoa was due to a low global yield of cocoa production in 2023/2024, resulting in a global price increase. With price sensitivity in place in Turkey, the growth of chocolate spreads has been limited. As chocolate spreads account for almost 60% of total category volume and 50% of retail value sales,...

Euromonitor International's Sweet 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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**Table of Contents:**

Sweet Spreads in Turkey  
Euromonitor International  
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List Of Contents And Tables

SWEET SPREADS IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume sales are challenged by rising price points and homemade sweet spreads  
Mixed nuts and chocolate products are gaining ground on the chocolate spreads landscape  
Innovation within nuts and seed based spreads supports growth in 2024

PROSPECTS AND OPPORTUNITIES

Further price rises impact sales of chocolate spreads across the forecast period  
Nuts and seed based spreads rise as innovation expands on the landscape  
Trusted, quality honey brands will improve their position over the forecast period

CATEGORY DATA

- Table 1 Sales of Sweet Spreads by Category: Volume 2019-2024
- Table 2 Sales of Sweet Spreads by Category: Value 2019-2024
- Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2019-2024
- Table 4 Sales of Sweet Spreads by Category: % Value Growth 2019-2024
- Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024
- Table 6 NBO Company Shares of Sweet Spreads: % Value 2020-2024
- Table 7 LBN Brand Shares of Sweet Spreads: % Value 2021-2024
- Table 8 Distribution of Sweet Spreads by Format: % Value 2019-2024
- Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Sweet Spreads by Category: Value 2024-2029
- Table 11 □Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

COOKING INGREDIENTS AND MEALS IN TURKEY

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for cooking ingredients and meals?

MARKET DATA

- Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 19 Penetration of Private Label by Category: % Value 2019-2024
- Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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