

Baked Goods in Turkey

Market Direction | 2024-11-13 | 23 pages | Euromonitor

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Report description:

Retail value sales of baked good in Turkey saw a significant retail value lift of 49% in 2024, linked to rising price points. Consequently, while retail value growth was double-digit, volume growth was flat. In December 2023, the bread price tariff in Istanbul was updated, setting the price for 210 grams of bread at 8 liras. However, during the May 2024 assembly meeting of the Istanbul Chamber of Commerce, the price for 200 grams of bread was increased to 10 liras. This adjustment was made in li...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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Euromonitor International
November 2024

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BAKED GOODS IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bread prices continue to increase while weight of bread is reduced
New regulations determine the prices of bread and traditional bagels
Investment in new gluten free products as major chains expand availability

PROSPECTS AND OPPORTUNITIES

The appeal of artisanal products aligns with the rising health and wellness trend
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