

Breakfast Cereals in Turkey

Market Direction | 2024-11-13 | 22 pages | Euromonitor

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Report description:

In 2024, private label products were increasingly capturing market share in breakfast cereal, largely due to the significant price difference compared to branded options. As many households face reduced disposable income, value for money has become a top priority for shoppers.

Euromonitor International's Breakfast Cereals 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: Hot Cereals, RTE Cereals.

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

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals 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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BREAKFAST CEREALS IN TURKEY

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Price competition rises as household budgets decline in 2024
Muesli and granola align with healthy living trends to record solid growth
Rise in gluten free products boosts innovation on the breakfast cereal landscape

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