

Confectionery in Turkey

Industry Report | 2025-07-31 | 38 pages | MarketLine

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Report description:

Confectionery in Turkey

Summary

Confectionery in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Confectionery market includes retail sales of chocolate, sugar confectionery, and gum products. Chocolate segment includes all chocolate based products, including boxed chocolates, chocolate countlines, chocolate straightlines, molded bars and novelties. Sugar confectionery segment includes caramels and toffees, gums and jellies, hard boiled sweets, liquorice, lollipops, medicated confectionery and mints. Gum segment covers all bubble and chewing gum. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Turkish confectionery market recorded revenues of \$5,098.5 million in 2024, representing a compound annual growth rate (CAGR) of 2.2% between 2019-24.
- Market consumption volume increased with a CAGR of 3.8% between 2019-24, reaching a total of 503.4 million kilograms in 2024.
- The moderate growth of the Turkish confectionery market during 2019-24 can be attributed to the strong domestic demand for traditional sweets such as Turkish delight, halva, and chocolate based confections, which play a central role in cultural and religious celebrations.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the confectionery market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the confectionery market in Turkey
- Leading company profiles reveal details of key confectionery market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Turkey confectionery market with five year forecasts

Reasons to Buy

- What was the size of the Turkey confectionery market by value in 2024?
- What will be the size of the Turkey confectionery market in 2029?
- What factors are affecting the strength of competition in the Turkey confectionery market?
- How has the market performed over the last five years?
- What are the main segments that make up Turkey's confectionery market?

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