

Ice Cream Market in Turkey to 2014

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Abstracts

Introduction

This databook provides key data and information on the ice cream market in Turkey. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- * Contains information on four categories: artisanal ice cream, take-home ice cream, impulse ice cream and frozen yogurt
- * Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Category level company and brand share as well as distribution share information for 2008 and 2009
- * Review of the top two companies within the ice cream market, including company overview, key facts and business description

Highlights

The market for ice cream in Turkey increased at a compound annual growth rate of 18.2% between 2004 and 2009.

The take-home ice cream category led the ice cream market in Turkey, accounting for a share of 49.4%.

The leading player in the Turkish ice cream market is Unilever.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the ice cream market in Turkey
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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