

Biscuits and Snack Bars in Turkey

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Abstracts

Increasingly, the average Turkish consumer spends more time at work or on holiday and earns a higher rate of disposable income, but has less time to cook a meal at home. This is one of the key drivers of the snacking culture that has become widespread in Turkey and biscuits is one of the most commonly sought after snacks in Turkey. Apart from on-the-go consumption and as a snack outside of the home, biscuits products are also a common snack to accompany tea when a guest visits.

Euromonitor International's Biscuits and Snack Bars in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

Product coverage: Biscuits, Snack Bars.

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

Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 NBO Company Shares of Snack Bars: % Value 2011-2015

Table 10 LBN Brand Shares of Snack Bars: % Value 2012-2015

Table 11 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 12 Distribution of Biscuits by Format: % Value 2010-2015

Table 13 Distribution of Snack Bars by Format: % Value 2010-2015

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 15 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 16 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 17 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

Bim Birlesik Magazacilik As in Packaged Food (turkey)

Strategic Direction

Key Facts

Summary 1 BIM Birlesik Magazacilik AS: Key Facts

Summary 2 BIM Birlesik Magazacilik AS: Operational Indicators

Competitive Positioning

Summary 3 BIM Birlesik Magazacilik AS: Competitive Position 2015

Eti Gida San Ve Tic As in Packaged Food (turkey)

Strategic Direction

Key Facts

Summary 4 Eti Gida Sanayii ve Tic AS: Key Facts

Summary 5 Eti Gida Sanayii ve Tic AS: Operational Indicators

Competitive Positioning

Summary 6 Eti Gida Sanayii ve Tic AS: Competitive Position 2015

Solen Cikolata Gida San Ve Tic As in Packaged Food (turkey)

Strategic Direction

Key Facts

Summary 7 Solen Cikolata Gida San Ve Tic AS: Key Facts

Competitive Positioning

Summary 8 Solen Cikolata Gida San Ve Tic AS: Competitive Position 2015

Tadim Gida Maddeleri Sanayii Ve Ticaret As in Packaged Food (turkey)

Strategic Direction

Key Facts

Summary 9 Tadim Gida Maddeleri Sanayii ve Ticaret AS: Key Facts

Summary 10 Tadim Gida Maddeleri Sanayii ve Ticaret AS: Operational Indicators

Competitive Positioning

Summary 11 Tadim Gida Maddeleri Sanayii ve Ticaret AS: Competitive Position 2015

Yildiz Holding As in Packaged Food (turkey)

Strategic Direction

Key Facts

Summary 12 Yildiz Holding AS: Key Facts

Competitive Positioning

Summary 13 Yildiz Holding AS: Competitive Position 2015

Executive Summary

Packaged Food Registers A Better Value Performance in 2015 Than Over the Review Period

the Depreciation of the Turkish Lira Against the US Dollar and Euro Negatively Affects the Market

Artisanal Retains the Lead in 2015 Albeit Losing Share To Packaged Products

Supermarkets and Discounters Gain Value Share

Packaged Food Has Good Prospects for Growth Over the Forecast Period

Key Trends and Developments

Unit Price Increases Lead To High Value Growth in 2015

the Young Population of the Country, Together With Rapid Urbanisation, Stimulates Market Growth

Share of Private Label Products Increases

Consumer Demand for Health and Wellness Products Grows

Foodservice: Key Trends and Developments

Headlines

Trends: Sales To Foodservice

Trends: Consumer Foodservice

Prospects

Category Data

Table 18 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 19 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 20 Forecast Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 21 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

Market Data

Table 22 Sales of Packaged Food by Category: Volume 2010-2015

Table 23 Sales of Packaged Food by Category: Value 2010-2015

Table 24 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 25 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 26 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 27 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 28 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 29 Penetration of Private Label by Category: % Value 2010-2015

Table 30 Distribution of Packaged Food by Format: % Value 2010-2015

Table 31 Distribution of Packaged Food by Format and Category: % Value 2015

Table 32 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 33 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 34 Forecast Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 35 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

Definitions

Sources

Summary 14 Research Sources

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