

Drinking Milk Products in Turkey

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Abstracts

Over 2023, the average retail current unit price of drinking milk products is projected to see a triple-digit increase. This notable price surge can be primarily attributed to the substantial devaluation of the Turkish lira. The prices of raw milk have experienced multiple increases due to the escalating costs of animal feed, which is typically imported and susceptible to fluctuations in foreign currency exchange rates. Currency devaluation also has a direct impact on the cost of production, pac...

Euromonitor International's Drinking Milk Products 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 2018-2022, 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 directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

Get a detailed picture of the Drinking Milk Products 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

Drinking Milk Products in Turkey
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September 2023

LIST OF CONTENTS AND TABLES

DRINKING MILK PRODUCTS IN TURKEY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Hikes in unit prices of drinking milk products slow retail volume growth
Private label continues fast development and growth
Manufacturers and retailers invest in advertising and promotion to attract consumers

PROSPECTS AND OPPORTUNITIES

Increasing number of added-value and health-orientated drinking milk products
The packaging of drinking milk products is expected to evolve in line with key market trends

Foodservice is projected to continue to gain momentum

CATEGORY DATA

Table 1 Sales of Drinking Milk Products by Category: Volume 2018-2023
Table 2 Sales of Drinking Milk Products by Category: Value 2018-2023
Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023
Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Drinking Milk Products: % Value 2019-2023
Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023
Table 7 Distribution of Drinking Milk Products by Format: % Value 2018-2023
Table 8 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028
Table 9 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028
Table 10 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028
Table 11 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN TURKEY
EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Penetration of Private Label by Category: % Value 2018-2023

Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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