

HW Dairy Products and Alternatives in Turkey

<https://marketpublishers.com/r/HE0E76F3883CEN.html>

Date: November 2023

Pages: 14

Price: US\$ 990.00 (Single User License)

ID: HE0E76F3883CEN

Abstracts

The health and wellness trend is shaping product developments in dairy products and alternatives in Turkey, with a noticeable rise in fortified/functional products, especially in drinking milk products, and cheese, as well as baby food. For instance, in baby food, milk formula fortified with prebiotics to help babies' digestion, fortified with enzymes and folic acid to help brain development, and vitamins and minerals to help with immune support, is favoured by parents. Meanwhile, fortified/func...

Euromonitor International's HW Dairy Products and Alternatives in Turkey report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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

HW Dairy Products and Alternatives in Turkey
Euromonitor International
January 2024

LIST OF CONTENTS AND TABLES

HW DAIRY PRODUCTS AND ALTERNATIVES IN TURKEY
KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite rising inflation and the demand for private label, consumers still demand fortified/functional benefits

Good source of minerals leads health and wellness dairy products and alternatives in 2022, with parents convinced by claims on milk formula

Low salt benefits from more consumers becoming aware of the dangers of high salt consumption

PROSPECTS AND OPPORTUNITIES

Fortified/functional and dietary and free from products set to grow in dairy products and alternatives

Good source of vitamins most promising in health and wellness dairy products and alternatives to 2027 as consumers look to boost their metabolism

Weight management expected to see rising consumer interest as they aim to control their weight through diet

CATEGORY DATA

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN TURKEY

EXECUTIVE SUMMARY

Overview

DISCLAIMER

I would like to order

Product name: HW Dairy Products and Alternatives in Turkey

Product link: <https://marketpublishers.com/r/HE0E76F3883CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HE0E76F3883CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970