

# Ice Cream and Frozen Desserts in Turkey

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## Abstracts

Ice cream is considered to be relatively healthy in Turkey when compared to desserts that have a higher calorie content. Thus demand for ice cream increases during Ramadan when consumers break their fasting. Consequently, demand for especially bulk dairy ice cream increased during Ramadan in 2021. Furthermore, as consumers remain at home as a result of the pandemic in 2021 and face a lack of occasions to consume ice cream outside the home, many consumers maintain a supply of take-home ice cream t...

Euromonitor International's Ice Cream and Frozen Desserts 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 2016-2020, 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 2025, clearly indicating how the market is expected to change.

**Product coverage:** Frozen Desserts, Ice Cream.

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

## Why buy this report?

Get a detailed picture of the Ice Cream and Frozen Desserts 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.

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Take-home ice cream benefits from pandemic while demand for impulse ice cream drops in 2021

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Unilever remains dominant player in 2021 with a focus on discounting and new product developments

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