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Sweet Biscuits, Snack Bars and Fruit Snacks in Turkey

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Abstracts

Overall, sweet biscuits, snack bars and fruit snacks in Turkey is expected to see further strong retail volume and very dynamic retail current value growth over 2024. Under hyperinflation in Turkey, consumers that tend to decrease their foodservice budget have started to replace the on-trade experience with home snacking. With high inflationary pressure on prices and purchasing power, more consumers are turning again to home-based social activities. This is seeing a renewal of the turn to at-hom...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit Snacks market;

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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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Contents

Sweet Biscuits, Snack Bars and Fruit Snacks in Turkey
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LIST OF CONTENTS AND TABLES

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN TURKEY
KEY DATA FINDINGS

2024 DEVELOPMENTS

Increase in home snacking boosts the demand for sweet biscuits
Chains are obliged to offer products suitable for patients who require medical nutrition as of January 2024
Important wheat supply project penetrates sweet biscuits
PROSPECTS AND OPPORTUNITIES
Focus on health and wellness to gain momentum
Bright outlook for free from gluten products
Protein/energy bars is emerging as a promising category
CATEGORY DATA
Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
Table 7 NBO Company Shares of Sweet Biscuits: % Value 2020-2024
Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
Table 9 NBO Company Shares of Snack Bars: % Value 2020-2024
Table 10 LBN Brand Shares of Snack Bars: % Value 2021-2024
Table 11 NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 12 LBN Brand Shares of Fruit Snacks: % Value 2021-2024
Table 13 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
Table 14 Distribution of Sweet Biscuits by Format: % Value 2019-2024
Table 15 Distribution of Snack Bars by Format: % Value 2019-2024
Table 16 Distribution of Fruit Snacks by Format: % Value 2019-2024
Table 17 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
Table 18 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
Table 19 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
Table 20 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029
SNACKS IN TURKEY
EXECUTIVE SUMMARY
Snacks in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for snacks?
MARKET DATA
Table 21 Sales of Snacks by Category: Volume 2019-2024
Table 22 Sales of Snacks by Category: Value 2019-2024
Table 23 Sales of Snacks by Category: % Volume Growth 2019-2024
Table 24 Sales of Snacks by Category: % Value Growth 2019-2024
Table 25 NBO Company Shares of Snacks: % Value 2020-2024
Table 26 LBN Brand Shares of Snacks: % Value 2021-2024
Table 27 Penetration of Private Label by Category: % Value 2019-2024
Table 28 Distribution of Snacks by Format: % Value 2019-2024
Table 29 Forecast Sales of Snacks by Category: Volume 2024-2029
Table 30 Forecast Sales of Snacks by Category: Value 2024-2029
Table 31 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
Table 32 Forecast Sales of Snacks by Category: % Value Growth 2024-2029
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SOURCES
Summary 1 Research Sources

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