

# Yoghurt and Sour Milk Products in Turkey

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## Abstracts

The Coronavirus (COVID-19) pandemic has reshaped consumer preferences within dairy products in Turkey, with a notable shift towards packaged, hygienic health-orientated products. In this vein, retail volume sales of yoghurt and sour milk products experienced fast growth through the review period, with another healthy, if slower, increment projected for 2023. Growth is largely propelled by the escalating consumer demand for packaged health and wellness (HW) products. Variants like probiotic and f...

Euromonitor International's Yoghurt and Sour 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Yoghurt and Sour 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

Yoghurt and Sour Milk Products in Turkey  
Euromonitor International  
September 2023

### **LIST OF CONTENTS AND TABLES**

YOGHURT AND SOUR MILK PRODUCTS IN TURKEY  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

The consumer demand for packaged hygienic health-orientated products fuels category growth

Kefir receives strong promotional support

Discounters dominates the distribution landscape

### **PROSPECTS AND OPPORTUNITIES**

Rising health awareness is expected to drive demand

Companies are predicted to invest in promotional and educational campaigns

Downward pressure on unit prices

### **CATEGORY DATA**

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023

Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Table 10 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 11 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 12 Forecast Sales of Yoghurt and Sour Milk 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 13 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth  
2018-2023

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value  
2019-2023

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 17 Penetration of Private Label by Category: % Value 2018-2023

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

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

Table 20 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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