

Drinking Milk Products in Turkey

September 2023

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Drinking Milk Products in Turkey - Category analysis

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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

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