

Baby Food in Turkey

September 2023

Table of Contents

Baby Food in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume growth slows as unit prices of baby food increase further

Brands, products and retail channels with lower price points gain traction as consumers become more price-sensitive

Standard milk formula shows dynamism

PROSPECTS AND OPPORTUNITIES

Liquid growing-up milk formula to benefit from lower-priced positioning

Leading brand owners to push marketing and communication campaigns and promotions

Innovative products with health and wellness claims to pique consumer interest

CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2018-2023

Table 2 - Sales of Baby Food by Category: Value 2018-2023

Table 3 - Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 4 - Sales of Baby Food by Category: % Value Growth 2018-2023

Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 6 - NBO Company Shares of Baby Food: % Value 2019-2023

Table 7 - LBN Brand Shares of Baby Food: % Value 2020-2023

Table 8 - Distribution of Baby Food by Format: % Value 2018-2023

Table 9 - Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 10 - Forecast Sales of Baby Food by Category: Value 2023-2028

Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Turkey - Industry Overview

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-food-in-turkey/report.