

# Yoghurt and Sour Milk Products in Turkey

September 2023

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## Yoghurt and Sour Milk Products in Turkey - Category analysis

### 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

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Rising health awareness is expected to drive demand  
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