

# Sweet Biscuits, Snack Bars and Fruit Snacks in Turkey

July 2024

Table of Contents

## Sweet Biscuits, Snack Bars and Fruit Snacks in Turkey - Category analysis

### 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 - Industry Overview

### 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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