

# Baked Goods in Turkey

November 2023

**Table of Contents** 

#### Baked Goods in Turkey - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Price increases in baked goods are tempered to offer affordable levels Baked goods producers offer smaller sizes and weights to maintain affordability Foreign packaged pastries transfer from foodservice to retail

# PROSPECTS AND OPPORTUNITIES

Avoiding waste and utilising old bread Appeal of artisanal products is rising Replacing out-of-home consumption to contribute to packaged bread sales

#### CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2018-2023
Table 2 - Sales of Baked Goods by Category: Value 2018-2023
Table 3 - Sales of Baked Goods by Category: % Volume Growth 2018-2023
Table 4 - Sales of Baked Goods by Category: % Value Growth 2018-2023
Table 5 - Sales of Pastries by Type: % Value 2018-2023
Table 6 - NBO Company Shares of Baked Goods: % Value 2019-2023
Table 7 - LBN Brand Shares of Baked Goods by Format: % Value 2018-2023
Table 8 - Distribution of Baked Goods by Category: Volume 2023-2028
Table 10 - Forecast Sales of Baked Goods by Category: Value 2023-2028
Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

# Staple Foods in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for staple foods?

#### MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2018-2023Table 14 - Sales of Staple Foods by Category: Value 2018-2023Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023Table 19 - Penetration of Private Label by Category: % Value 2018-2023Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028Table 23 - Forecast Sales of Staple Foods by Category: % Value 2023-2028Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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