

# Drinking Milk Products in Turkey

September 2023

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### Drinking Milk Products in Turkey - Category analysis

## **KEY DATA FINDINGS**

#### 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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