

# Butter and Spreads in Turkey

September 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shift from butter to more affordable margarine or perceived healthier olive oil  
Small local grocers remains the leading channel but experiences growing competition from supermarkets and discounters  
Manufacturers of branded products invest in marketing and communication campaigns

#### PROSPECTS AND OPPORTUNITIES

Butter is set to see a rebound in consumer preference  
Foodservice volume sales to continue to climb out of pandemic slump  
Price competition to exert downward pressure on unit prices

#### CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2018-2023  
Table 2 - Sales of Butter and Spreads by Category: Value 2018-2023  
Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Butter and Spreads: % Value 2019-2023  
Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023  
Table 7 - Distribution of Butter and Spreads by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028  
Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Butter and Spreads 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 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023  
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023  
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023  
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023  
Table 16 - Penetration of Private Label by Category: % Value 2018-2023  
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023  
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028  
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

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/butter-and-spreads-in-turkey/report](http://www.euromonitor.com/butter-and-spreads-in-turkey/report).