Baby Food in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Retail volume growth slows as unit prices of baby food increase further
Brands, products and retail channels with lower price points gain traction as consumers become more price-sensitive
Standard milk formula shows dynamism

PROSPECTS AND OPPORTUNITIES
Liquid growing-up milk formula to benefit from lower-priced positioning
Leading brand owners to push marketing and communication campaigns and promotions
Innovative products with health and wellness claims to pique consumer interest

CATEGORY DATA
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Dairy Products and Alternatives in Turkey - Industry Overview

EXECUTIVE SUMMARY
Dairy products and alternatives in 2023: The big picture
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Competitive landscape
Channel developments
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DISCLAIMER

SOURCES
Summary 1 - Research Sources

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