

# Savoury Snacks in Turkey

July 2023

**Table of Contents** 

## Savoury Snacks in Turkey - Category analysis

## KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The harvest determines the prices of nuts in 2023

New brands fuel growth in puffed snacks, offering innovative ingredients

Home entertainment and home snacking drives retail volume growth

## PROSPECTS AND OPPORTUNITIES

Healthy launches promise growth, aligning with consumers growing demands

Private label products increase share as sophistication rises

Bread chips pose potential for new product development

#### **CATEGORY DATA**

Table 1 - Sales of Savoury Snacks by Category: Volume 2018-2023

Table 2 - Sales of Savoury Snacks by Category: Value 2018-2023

Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 7 - Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

## Snacks in Turkey - Industry Overview

#### **EXECUTIVE SUMMARY**

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

## MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2018-2023

Table 13 - Sales of Snacks by Category: Value 2018-2023

Table 14 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 15 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Snacks: % Value 2019-2023

Table 17 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 18 - Penetration of Private Label by Category: % Value 2018-2023

Table 19 - Distribution of Snacks by Format: % Value 2018-2023

Table 20 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 21 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Snacks 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 focusing 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/savoury-snacks-in-turkey/report.