



Euromonitor  
International

# Baked Goods in Turkey

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Bread prices continue to increase while weight of bread is reduced
- New regulations determine the prices of bread and traditional bagels
- Investment in new gluten free products as major chains expand availability

PROSPECTS AND OPPORTUNITIES

- The appeal of artisanal products aligns with the rising health and wellness trend
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Staple Foods in Turkey - Industry Overview

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