



**Euromonitor
International**

Cheese in Turkey

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Healthy retail and foodservice volume growth despite a further spike in the average unit price in 2024
- Cheaper and more expensive cheeses pique the interest of consumers
- Private label continues to gain momentum in cheese with good price-quality ratios

PROSPECTS AND OPPORTUNITIES

- Busy lifestyles to drive a demand for convenient and ready-to-use products
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Dairy Products and Alternatives in Turkey - Industry Overview

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DISCLAIMER

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