



**Euromonitor
International**

Breakfast Cereals in Turkey

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price competition rises as household budgets decline in 2024
- Muesli and granola align with healthy living trends to record solid growth
- Rise in gluten free products boosts innovation on the breakfast cereal landscape

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Staple Foods in Turkey - Industry Overview

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DISCLAIMER

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