



**Euromonitor
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Sweet Biscuits, Snack Bars and Fruit Snacks in Turkey

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increase in home snacking boosts the demand for sweet biscuits
- Chains are obliged to offer products suitable for patients who require medical nutrition as of January 2024
- Important wheat supply project penetrates sweet biscuits

PROSPECTS AND OPPORTUNITIES

- Focus on health and wellness to gain momentum
- Bright outlook for free from gluten products
- Protein/energy bars is emerging as a promising category

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Snacks in Turkey - Industry Overview

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-turkey/report.