



Euromonitor
International

Edible Oils in Turkey

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Edible oil consumption continues to thrive, driven by sunflower oil
Olive oil price increases restricts volume growth and boost sunflower consumption
Private label and local producers see sales rise as price sensitivity increases

PROSPECTS AND OPPORTUNITIES

Sunflower oil will see more robust growth compared to other edible oils
Olive oil's healthy image benefits sales of the product across the forecast period
Demand for unbranded, local olive oil rises, challenging branded players

CATEGORY DATA

- Table 1 - Sales of Edible Oils by Category: Volume 2019-2024
- Table 2 - Sales of Edible Oils by Category: Value 2019-2024
- Table 3 - Sales of Edible Oils by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Edible Oils by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Edible Oils: % Value 2020-2024
- Table 6 - LBN Brand Shares of Edible Oils: % Value 2021-2024
- Table 7 - Distribution of Edible Oils by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Edible Oils by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Edible Oils by Category: Value 2024-2029
- Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in Turkey - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

- Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
- Table 18 - Penetration of Private Label by Category: % Value 2019-2024
- Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
- Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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 focussing 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/edible-oils-in-turkey/report.