

Sweet Spreads in Turkey

October 2024

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Sweet Spreads in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume sales are challenged by rising price points and homemade sweet spreads

Mixed nuts and chocolate products are gaining ground on the chocolate spreads landscape

Innovation within nuts and seed based spreads supports growth in 2024

PROSPECTS AND OPPORTUNITIES

Further price rises impact sales of chocolate spreads across the forecast period Nuts and seed based spreads rise as innovation expands on the landscape Trusted, quality honey brands will improve their position over the forecast period

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