



Euromonitor
International

Ice Cream in Turkey

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Impulse and take-home ice cream continue to benefit from a variety of push factors
- Migros adds dynamism to the growing private label offer in ice cream
- New flavours and limited editions create dynamism

PROSPECTS AND OPPORTUNITIES

- Popularity of multi-pack format is expected to increase amid portion control trend
- Purchasing behaviour sees polarisation between premium and economy options
- Consumers are becoming more experimental with their ice cream flavour choices

CATEGORY DATA

- Table 1 - Sales of Ice Cream by Category: Volume 2019-2024
- Table 2 - Sales of Ice Cream by Category: Value 2019-2024
- Table 3 - Sales of Ice Cream by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Ice Cream by Category: % Value Growth 2019-2024
- Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
- Table 6 - Sales of Impulse Ice Cream by Format: % Value 2019-2024
- Table 7 - NBO Company Shares of Ice Cream: % Value 2020-2024
- Table 8 - LBN Brand Shares of Ice Cream: % Value 2021-2024
- Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
- Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
- Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
- Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
- Table 13 - Distribution of Ice Cream by Format: % Value 2019-2024
- Table 14 - Forecast Sales of Ice Cream by Category: Volume 2024-2029
- Table 15 - Forecast Sales of Ice Cream by Category: Value 2024-2029
- Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
- Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

Snacks in Turkey - Industry Overview

EXECUTIVE SUMMARY

- Snacks in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for snacks?

MARKET DATA

- Table 18 - Sales of Snacks by Category: Volume 2019-2024
- Table 19 - Sales of Snacks by Category: Value 2019-2024
- Table 20 - Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 21 - Sales of Snacks by Category: % Value Growth 2019-2024
- Table 22 - NBO Company Shares of Snacks: % Value 2020-2024
- Table 23 - LBN Brand Shares of Snacks: % Value 2021-2024
- Table 24 - Penetration of Private Label by Category: % Value 2019-2024
- Table 25 - Distribution of Snacks by Format: % Value 2019-2024
- Table 26 - Forecast Sales of Snacks by Category: Volume 2024-2029
- Table 27 - Forecast Sales of Snacks by Category: Value 2024-2029
- Table 28 - Forecast Sales of Snacks by Category: % Volume 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/ice-cream-in-turkey/report.