

Gum in Turkey

July 2024

Table of Contents

Gum in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gum continues to grow as players try to broaden consumption occasions

Functional variants take gum in Turkey in a new direction

Perfetti Van Melle completes the purchase of Mondelez International's gum business

PROSPECTS AND OPPORTUNITIES

Positive but modest retail volume growth for gum

Young population offers gum consumption opportunities

Innovation to focus on health and wellness and emotions

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2019-2024

Table 2 - Sales of Gum by Category: Value 2019-2024

Table 3 - Sales of Gum by Category: % Volume Growth 2019-2024

Table 4 - Sales of Gum by Category: % Value Growth 2019-2024

Table 5 - Sales of Gum by Flavour: Rankings 2019-2024

Table 6 - NBO Company Shares of Gum: % Value 2020-2024

Table 7 - LBN Brand Shares of Gum: % Value 2021-2024

Table 8 - Distribution of Gum by Format: % Value 2019-2024

Table 9 - Forecast Sales of Gum by Category: Volume 2024-2029

Table 10 - Forecast Sales of Gum by Category: Value 2024-2029

Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Gum 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 13 - Sales of Snacks by Category: Volume 2019-2024

Table 14 - Sales of Snacks by Category: Value 2019-2024

Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Snacks: % Value 2020-2024

Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Snacks by Format: % Value 2019-2024

Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

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