



# Sweet Biscuits, Snack Bars and Fruit Snacks in Turkey

July 2024

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## Sweet Biscuits, Snack Bars and Fruit Snacks in Turkey - Category analysis

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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

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Focus on health and wellness to gain momentum

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