

Butter and Spreads in Turkey

August 2024

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Butter and Spreads in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Butter continues to rebound amid improving production rates and a more natural and less processed perception Foodservice volume growth is strong in 2024 amid tourism rebound and out-of-home lifestyles Discounters to continue to make gains in a tough economic climate through a strong private label offer

PROSPECTS AND OPPORTUNITIES

Cooking fats to remain a niche in retail but dominate foodservice Price competition is expected to intensify Vegan trend may increase demand of margarine and spreads

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DISCLAIMER

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